



Contacts

DECEMBER - 1951



"Something New Has Been Added" . . . Some of the old familiar sites have been moved for the convenience of holiday shopping. You'll find this reference list helpful in the busy weeks ahead.

Christmas Directory

1951

- **Automobile Accessories**—Hargrave Annex.
- **Christmas Bazaar**—Second Floor, Centre.
- **Christmas Cards**—Second Floor, Centre—South.
- **Christmas Tree Decorations and Lights**—Donald Annex and Seventh Floor.
- **Checking—Coats and Parcels**—Hargrave Annex.
 Fur Coat Checking—North of Women's Shoes, Second Floor.
- **Electrical Gift Appliances**—Seventh Floor and Third Floor.
- **Information**—Second Floor, Donald South.
- **Luggage**—Sixth Floor, Centre.
- **Penny Bank Shop**—Fifth Floor, South.
- **Post Office**—Second Floor.
- **Toyland**—Donald Annex.
- **Treasure Aisle**—Fourth Floor.
- **Shopping Service**—Seventh Floor.
- **Overseas Food Parcels**—Third Floor Groceries, also Shopping Service.
- **Lunches, Refreshments**—Basement Luncheonette, Hargrave Annex Coffee Bar; Third Floor: Sandwich Bar, Coffee Bar; Fifth Floor: Grill Room, Cafeteria, Restaurant Bar.
- **Wheel Goods and Baby Carriages**—Seventh Floor.
- **Auxiliary Post Office**—Seventh Floor, Hargrave.

CONTACTS

DECEMBER, 1951

The Christmas Spirit...

What Does It Mean In Our Organization?

Wonderful place this Christmas Store . . . the Yuletide decorations are up inside and out . . . soft music floods the aisles . . . Santa reigns on his throne. Floor after floor is filled with beautiful Christmas gift suggestions—something for everybody. So many interesting things you never saw before. A cheerful spirit everywhere. Makes you heartily glad to be part of the organization!

Is every one of us ready for the merry whirl of Christmas shopping? Let's make a last-minute check:

- Do you have a cheery greeting and a helping hand for the new employee? *Remember your first day as a new Eatonian?*
- Are you up on the new locations of some departments? *No one enjoys being sent on a "wild goose chase."*
- Do you give thoughtful, cheerful attention to older folk and children? *Shopping is never easy for them.*
- Do you know the gift possibilities of your merchandise? *Helping your customers to choose wisely saves headaches and perhaps heartaches.*
- Do you put a little of yourself into each purchase? *Recognizing a common human fellowship—the joys for both giver and receiver—brings a glow to your own heart!*
- Do you show appreciation for the effort of others behind the scenes to assist you? *We're all playing on the same team.*
- Do you appreciate that each purchase or inquiry may mean more to the customer than the amount would imply? *Let's continue to make our customers glad they shopped at Eaton's! Thank you, Eatonians!*

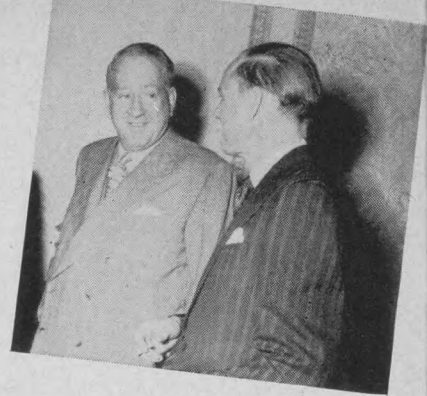
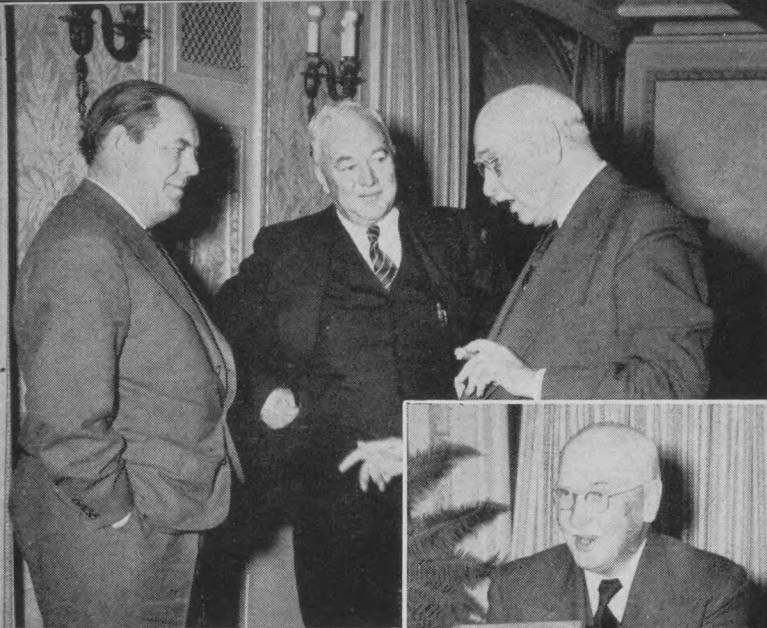
"YO HEAVE!" Away up on the eighth floor of the Store workmen chanted in rhythm as they pulled a thick rope through the window, thus hauling into place the massive Christmas candle decorations over the east and then the west Portage doorways.

Jack, who "jumped over the candle stick" would have to be extra nimble to clear these giant candles—they're 18 feet tall—in fact each entire decorative piece is 40 feet high.

Built by Eaton carpenters and painters, it took 18 men some five hours to erect them on Wednesday afternoon, November 21. Had there been a strong wind prevailing it would have been a much longer chore. But what a Christmassy feeling these holly-decked candles give the Big Store, with their softly glowing lights—especially when evening shadows fall!



The Main Floor decorations are up in all their glowing loveliness!



Top left—"I remember. . . ." The years roll back as Mr. Tucker dips into his rich store of memories. The President and Mr. McCordick listen with keen interest.

Top right—Mr. F. B. Walls, Montreal, chats with Mr. Gilbert Eaton.

Lower right—Mr. Tucker expresses his thanks to the gathering for the gift of a sterling silver cigar box. At extreme right can be seen Mr. McCordick and Mr. A. R. Tucker.

Mr. H. M. Tucker Honoured on 75th Birthday

Tendered Informal Luncheon by Former Business Associates

The drawing-room of the Fort Garry Hotel in Winnipeg was the scene of a happy gathering on Saturday, November 10, when thirty-one business associates of Mr. H. M. Tucker, retired vice-president and general manager of the Western Division, met to honour Mr. Tucker with an informal luncheon on the occasion of his 75th birthday.

The President Attends Luncheon

Adding pleasure to the event was the arrival of President John David Eaton, who flew up from Toronto to attend the birthday celebration and extend his good wishes. From Montreal came Mr. F. B. Walls, vice-president and general manager of Eaton's, Montreal, and from Vancouver, Mr. Ross Jenkins, vice-president and general manager of the British Columbia Division.

Following a short reception to greet the guest of honour, the party adjourned to the drawing-room where the luncheon was presided over by Mr. R. S. McCordick, vice-president and general manager of the Western Division.

"They Came Bearing Gifts"

The table was decked with red carnations, while trailing its full length was the cool, refreshing green of southern smilax. Accenting the delightfully informal atmosphere of the luncheon was a souvenir "me 'n u" (menu) card with each item bearing a playful alias. Club steaks, for example, were "Beat-up Saddle Leather" (a libel on their tender delicious-

ness); "Irish Bombs" (alias murphies); "Rabbit Ration" (vegetables); "Piloted Shrimp" (Jenkins' Stratospheric); "Face Cloth Fruit" (Montreal Melon) au Walls; "Cheese Board a la Chat" (selected cheese board) au President, etc.

Mr. McCordick, in greeting the out-of-town guests, said that they had "come bearing gifts." He expressed his appreciation to the President for bringing the splendid selection of fine old cheese. Mr. Jenkins was thanked for bringing the water cress and shrimps, which were par excellence, and Mr. Walls for the delicious Montreal melons.

Birthday and Wedding Anniversary

"In the past," said Mr. McCordick, "on each November 12, it has been the custom for several of us to have an informal birthday party and birthday cake for Mr. Tucker. This year, because Mr. and Mrs. Tucker are also celebrating their 50th wedding anniversary on Monday, November 12, we are holding the luncheon today (Saturday, November 10)." Mr. McCordick added that the arrival of some distinguished guests from east and west to celebrate with Mr. and Mrs. Tucker was the reason for enlarging the birthday luncheon table this year.

As a memento of the happy occasion, Mr. Tucker was then presented with a sterling silver cigar box, with the congratulations and best wishes of the gathering.

Thanking Mr. McCordick and his associates for this token of their friendship, Mr. Tucker said: "It is a very great pleasure and a very great honour to have you come from your home cities for this occasion."

Time had wings and it seemed such a short while to look back. "I don't know where all the years have gone."

Mr. Tucker also spoke of his long and happy association with the Eaton family.

Referring to his golden wedding anniversary, he said: "During those 50 years we have come through lots of crises—but in between there have been many pleasant years."

The "Happy Birthday" song was then sung to Mr. Tucker, after which, with a deft stroke, he cut his 75th birthday cake. The luncheon over, the guest of honour chatted with old friends, swapping reminiscences and memories of other days, as old friends will.

* * * *

In recording this tribute of respect and affection to a great Eatonian and distinguished citizen—we add the warmest congratulations of Eatonians across the Western Division.

Mr. and Mrs. Tucker Entertain On Golden Wedding Anniversary

Mr. and Mrs. H. M. Tucker were at home to their personal friends on the occasion of their golden wedding anniversary on Monday evening, November 12.

Among those arriving from out of town to honour them were Lady Eaton and Mr. John David Eaton, from Toronto; Mr. F. B. Walls, from Montreal; and Mr. J. R. Jenkins, from Vancouver; while from London, Ontario, came Mr. and Mrs. Tucker's daughter, Mrs. R. Taberner, accompanied by Mrs. W. H. Gilroy, also of London, Ontario.

Their numerous friends in the Store join in wishing them many more years of good health and happiness.

YOU HAVE A BIG DATE COMING UP!

Eaton Employees' St. Valentine's Dance

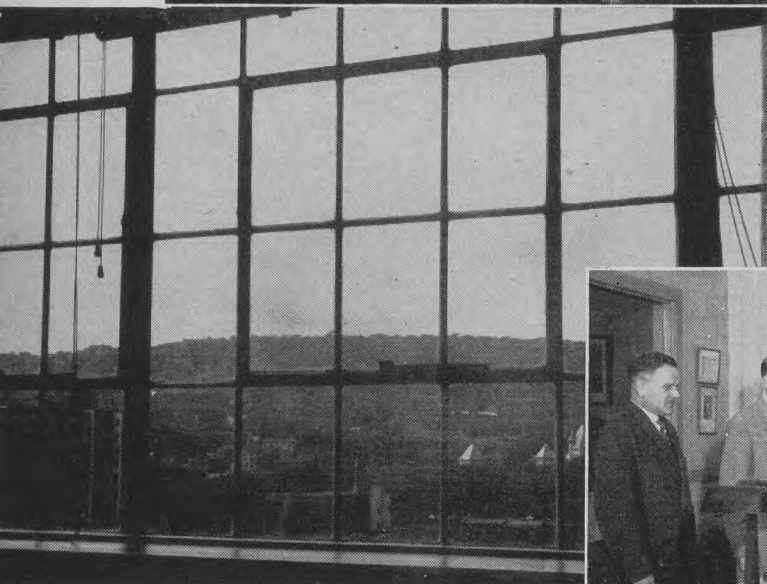
THURSDAY, FEBRUARY 14, 1952

Modern and Old-time Music!

Three Ballrooms!



Here is an unforgettable vista! Terraced streets, the majestic buildings of McGill University, and the famed Royal Victoria Hospital nestling in the trees, while towering behind them is Mount Royal itself.



To Eatonians from the level prairies calling at the Buying Office, this big scenic window with its uninterrupted view of Montreal's climbing skyline is ever a point of interest!



At Lower Right—Buying Office supervisor, Mr. R. D. McCord (seated), reads the morning mail, then passes it on to the buyer whose department is concerned. Left to right: Mr. C. A. Nelson, Men's and Boys' Furnishings buyer; Mr. N. Peacock, Ladies' Dress buyer; Mr. A. R. Eamer, Men's and Boys' Clothing buyer; Mr. McCord; Mr. E. J. Anderson, Shoe buyer; and Mr. L. B. Stiles, Children's Wear and Lingerie buyer.

The Montreal Buying Office

Twelve Months a Year it "Shops" for Eaton Stores from Coast to Coast

(Adapted by Courtesy of "Entre Nous")

The efficient and far-reaching Eaton Buying Organization across Canada, in the United States and Overseas, is considered second to none. . . . The story of "how it ticks" will be interesting and informative for all Eatonians. The Montreal Buying Office presented here, is typical of the chain of Eaton Buying Offices.

The main purpose of our Buying Offices is to give every possible assistance and co-operation to the buyers from the various Eaton Stores from all parts of Canada.

Mr. R. D. McCord, supervisor of the Montreal Buying Office, has his office situated near the entrance so that visiting buyers may contact him at any time. A friendly atmosphere permeates the whole place.

A tremendous amount of mail, wires, telephone calls and teletype messages is received every day and throughout the day from our many different branches, and in the early morning Mr. McCord will be seen in his office with a large quantity of mail, wires, etc., in front of him, all of which are gone through and distributed to the various buyers in the office. However, this is not the end of the mail as correspondence, telephone calls and teletype mes-

Overseas Buying Trip No "Holiday" Jaunt

Alex Cranston Guest Speaker at Assistants' Dinner

"An overseas buying trip, while not without romance and excitement, is by no means a 'holiday' or a 'Cook's tour' through Europe, as some may imagine."

The speaker, Mr. Alex Cranston, supervisor of the Jewellery Department, was addressing the Assistants' Association at its monthly dinner meeting, Friday evening, November 16, in the Grill Room. As President Elmer Freeman observed, Mr. Cranston needed no introduction, since the guest speaker was president of the Assistants' Association in 1940.

In his opening remarks, the speaker commended the splendid growth and progress of the association. The addition of women assistants was a valuable and charming asset.

"Overseas buying affects all departments from Merchandise to Delivery," said Mr. Cranston, in explaining some of the preparatory work. There was the forming of the itinerary which must be co-ordinated with various Company stores, and then with London, Paris and other overseas buying offices. He spoke of passport visas and their complex problems; of buying books and the need to know not only your own Store, but also the Western Stores' requirements and the merchandise that appeals to them. . . . You must know the mail order business and be able to make snap decisions in buying far from home. You must first be able to sell yourself on the goods and visualize it in your store.

With its fund of information, your brief case weighs 25 to 30 lbs. and it must never leave your hand.

You work long hours . . . it sometimes takes six hours to write out one order of 22 pages. You have problems of what clothes to carry, laundry difficulties, in some countries poor hotel accommodation and worse food. . . . You carry the cur-

rencies of six to eight countries and, since you're travelling fast, you must be quick on the trigger in handling it.

Above all, you must realize the tremendous responsibility of spending the Company's money to buy and sell at a profit and consider every item carefully. A knowledge of European freight rates is another must.

Goods are not usually bought in the big centres, said Mr. Cranston, who told of a thrilling ride 3,500 feet up a mountain to a small village in the Black Forest of Germany to buy clocks.

The speaker also showed a series of slides showing war-torn and ruined centres of Europe as well as other scenic views he had photographed in odd moments. A highly informative and interesting address.

A piano selection brought back from Europe by Mr. Cranston was then played by Vic Taylor. Heard in Winnipeg for the first time, it was keenly enjoyed by all.

A highly entertaining film on "Fishing in Alaska," shown by Alf Beavis, was another feature.



THE MONTREAL BUYING OFFICE

(Continued from Page Four)

sages are coming in all day long, and the system is so established that anything of an urgent nature can be relayed immediately to the buyer, even if he is out in the market.

Inter-Store Co-operation Stressed

Manufacturers' regular offerings are viewed as soon as the opportunity presents itself and, on the occasion of special offerings, the Montreal Buying Office representative, acting as buying agent in Quebec for all the Eaton Stores, will call on the manufacturer to look over the offer, and this is sometimes made in conjunction with a representative from the Montreal Store which, although in the position of shopping the Quebec market for itself, nevertheless co-operates very closely with the Buying Office. This acting together is often productive of good results for many of our branches across Canada.

All offerings are carefully considered and through the close association which the Buying Office has established by personal contact with the different branches, they endeavour to keep informed of the

current stocks and requirements of all the Stores. All this information and background is taken into consideration at the time of considering special offers. Is the price suitable? Is the style in demand, or has it run its course? Are the Stores already stocked with similar merchandise? What quantity is available?

After giving careful attention to such points as these, the Buying Office representative decides that the offer looks good, but the manufacturer can only give a short time in which to decide, as possibly it is late in the season and he wishes to approach some other firm if we are unable to take advantage. Therefore, the M.B.O. promptly wires or phones as comprehensive information as possible to all the Stores they feel would be interested and care is taken to see that the benefits of a good purchase are extended to the small Stores as well as the large. Departments then wire in their requirements, and, providing the item fits into their needs, the deal is consummated promptly with the manufacturer.

(Continued on Page Thirty-Two)

Weyburn Youth Wins Eaton Scholarship

*Glenn Flaten Receives \$2,500 Award for
Agricultural Education*



Glenn Flaten, Weyburn, Sask., is presented with the Eaton Agricultural Scholarship by Mrs. John David Eaton.

Agricultural leaders of tomorrow were honoured at the Royal Winter Fair opening dinner held on Tuesday evening at the King Edward Hotel, Toronto.

These young men were candidates for the Eaton Agricultural Scholarship, a Canada-wide competition which was won by Glenn E. Flaten of Weyburn, Saskatchewan. Presentation of the scholarship was made to Glenn by Mrs. John David Eaton, wife of the President.

Other finalists in the competition received suitably engraved wrist watches.

Selection of the candidates for this valuable scholarship was made by Provincial Ministers of Education. Manitoba was represented by Donald Hudson Conrad of Neepawa; while Stanley Ross Gould of Rosalind, represented Alberta.

In selecting competitors, consideration was given to these qualifications: academic standing, activity in agricultural organizations, good citizenship, and the candidate's qualities as a potential leader in community affairs.

The winner, Glenn Eric Flaten, was born and raised near Weyburn, Sask. He lives with his parents and helps on the family farm 18 miles from Weyburn. A graduate of the Saskatchewan Agricultural College and a medalist for outstanding achievement, Glenn has numerous other qualifications which predict a brilliant future in his chosen field.

The scholarship provides all college fees, lodging and board for a four-year course, and can be used at any agricultural college in Canada selected by the winner.

Congratulations to Glenn and the rest of these splendid young Canadians—may their hopes and dreams be fulfilled!



Top Row—Left: Mr. McCordick thanks Mr. Burns for his long and outstanding service with the Company. Centre: Mr. Joe Watson presides over the staff dinner. Right: Mr. Burns is presented with a "magical" silver tray by Mr. T. H. Hancock (right).
Lower Row—Left: Old-timers now retired came to honour Mr. Burns—back row, Mr. and Mrs. J. Hearst, Mrs. Bert Church and Mr. Church, Mr. Adam Beck, Mr. Jim Edgerton, Mr. and Mrs. W. Kerr; front row, Mr. and Mrs. W. Hopps. Centre: A lovely bouquet of red roses is presented to Mrs. Burns by Miss Betty Sim.

"Greatest Asset in Forty Years is Friendship"

Mr. Tom Burns Honoured by Management and Staff

Dinner in a quaint 16th century inn was the unusual way in which Mr. Tom Burns celebrated his 40th anniversary with the Company on September 12, for on that date he and Mrs. Burns were in Belfast. Honours for the widely popular supervisor of our Linens and Staples Department were, therefore, postponed until his return to Winnipeg.

Presented With Silver Rose Bowl

The first of these events was the presentation of an exquisite Jensen silver rose bowl which was made to Mr. Burns in the ninth floor Board Room on Wednesday morning, November 7, by Mr. R. S. McCordick, on behalf of the executive and management.

Thanking him for his long and valuable service with the Company, our general manager said that Mr. Burns had followed outstanding buyers and still represented the Company most favourably with suppliers overseas.

Mr. McCordick told of a modest-minded man who started with the Stationery Department in the days of the founder, Timothy Eaton. Called to the great man's private office, this employee was asked what he knew about stationery. The reply was: "Very little, sir!" As was typical of the founder, who admired sincerity, he gave the man a \$5.00 raise in pay and placed him in charge of the department.

The increase amounted to 100 per cent... a lot of money in those distant days!

Like this man, Mr. Burns had started in a modest way and, by solid worth, had steadily advanced.

A large number of messages of congratulations and good will were then read by Mr. R. M. Pinfold. These came from fellow Eatonians, manufacturers and suppliers in many lands and included a letter from the president, Mr. John David Eaton.

"Business Not All Sheets and Blankets . . ."

Thanking Mr. McCordick for his kind tribute, and his associates for the lovely gift of remembrance, Mr. Burns said that he had been privileged to work under four Kings of England and four giants of industry: the late Mr. A. A. Gilroy, Mr. H. M. Tucker, the late Mr. Sam Wilson and Mr. R. S. McCordick.

"These men, and their example, made a tremendous impression upon me," said

(Continued on Page Nineteen)



Top Row—Left: Anderson, Dugan & Co. in merry mood. Right: Walter Anderson (right) is congratulated on his "40th" by Jack Gargett, head of department.

Lower Left—Miss Gwen Simmons wears a happy smile on her 40th anniversary.

Fortieth Anniversaries

WALTER G. ANDERSON

"Forty years with the Company and still enjoying it," says Walter Anderson of his Store service.

Walter, a tall Belfast Irishman with a ready smile that has made him highly popular with customers and Eatonians alike, celebrated his anniversary on October 27. The Women's Shoe Department held a party for him at the New

Highwayman where Walter was presented with a table lamp by Mr. Jack Gargett, head of department.

Fred Dugan, of the department, was also a guest of honour as he was transferring to the Mail Order. Fred was presented with a smart new hat by Mr. Gargett, along with good wishes for his future.

GWEN T. SIMMONS

The Head Cash Office held a party on the evening of October 15, at the St. Regis Hotel, in honour of Gwen Simmons who observed her 40th anniversary with the Company on October 16. About 30 members of the staff joined in the celebration.

Mr. R. B. T. Whitbread, supervisor, presented Gwen with a lazyboy chair on behalf of the staff, and Mr. A. D. MacDonell, supervisor, Staff and Welfare, spoke a few words about Gwen's long service and wished her many more happy years with the Company. The evening finished with a sing-song with Bert Kilgour at the piano.

Gwen was with the Cash Office for 10 years before moving to the Head Cash. She is fond of motoring, travelling, gardening, and her indoor activities include knitting and fancywork.

35th Anniversary

MARGARET ETHEL CROSS

(No Picture)

"The Figures Girl" as Ethel, their head office girl, is known to the M.O. Complaints, actually had her anniversary on October 23, but it was October 30 when she returned from her holidays, so the celebration was held then and she was presented with a set of travelling cases as a gift from the department.

October 31, a department dinner was held at Moore's and Mr. J. H. Merrett, head of department, presented Ethel with a handbag from the staff, who all hope she will enjoy many more happy years with them.

1921 — Thirty Years With Eaton's — 1951

MR. HARRY JACQUES (Foodateria)	November 9
MISS GRACE SMITH (M.O. Notions)	November 9
MR. ARCHIE GILCHRIST (Grocery Packing)	November 14
MR. HUGH McMULLEN (Elevators)	November 17



Top left:
John Stevenson
Top right:
R. Lemonton
Lower left:
Albert Osborne
Lower right:
Stanley Speer

35th Anniversaries

JOHN STEVENSON

The M.O. Staples honoured John Stevenson on October 19 when he celebrated his 35th anniversary with the Company. Mr. T. H. Hancock, head of department, on behalf of the staff, presented John with an electric kettle and expressed appreciation for his years of service.

John was born in Glasgow, Scotland, and came to Winnipeg in 1912. He is married and has three daughters. A keen lawn bowler and president of the Home Street Lawn Bowling Club, he also is an enthusiastic gardener at his St. Vital home.

On the evening of his anniversary the department held a dinner party at the "Homestead" in honour of Mr. and Mrs. Stevenson. After dining, dancing and singing, the gang wound up the evening with three cheers for the guests of honour.

RICHARD LEMONTON

A handsome pair of binoculars was the M.O. Complaints' gift to Richard, or Dick as he is better known, on the occasion of his 35th anniversary with the Company on October 24.

Dick, who was born in the Channel Islands, had several years valuable experience with a retail hardware company before coming to Winnipeg in 1914. His favourite hobby is gardening and he has a son in the R.C.A.F.

At the departmental party on October 31, Dick was presented with a travelling bag along with congratulations and good wishes from the staff. Mr. J. H. Merrett, head of department, made the presentation.

ALBERT OSBORNE

A third member of the M.O. Complaints staff, Albert Osborne, celebrated his 35th anniversary with the Company on October 29, as he was in the hospital on the actual date of his anniversary, October 26. The gift of the department for the occasion was a coffee table.

Albert's wife is the former Faith Swanson, also of M.O. Complaints, and they are the proud parents of three sons.

On October 31, at the staff party, Albert was presented with a travelling bag by Mr. J. H. Merrett, head of department, on behalf of the guests, who wished Albert "many happy returns."

STANLEY DOUGLAS SPEER

The Printing Department's Stan Speer celebrated his 35th anniversary with the Company and the department on October 26.

Stan, who is a compositor, used to be a keen golfer and is still very active in curling circles. He is a member of the Fort Rouge Legion Curling Club and skipped the winning rink in the Legion bonspiel. He also curls with the Eaton Men's Curling Club.

The former Lenora Willis of the Millinery Department, is Stan's wife. They have one daughter, Mrs. Edward Gilmore of Toronto, who was also an Eatonian.



Left to right: Bill Whale, Bert Lunt, Charlie Murray, assistant; Jack Dunlop, supervisor; Murray Tasker, group manager; George Nisbett, Dave Johnston, assistant.

Basement Store Salutes Five Quarter-Century Men

The five good men and true, with their arms full of anniversary "loot," are all members of the Dunlop clan, Basement Store. Four of them recently celebrated their 25th anniversaries with Eaton's, while the fifth, Charlie Murray, assistant, will join the famed Quarter-Century Club on December 6.

Such a splendid fivesome, totalling 125 years' service with the Company, called for a celebration. The Basement Store men and friends, therefore, held a stag party at the St. Vital Legion on Friday evening, November 9.

Chairman Murray Tasker said: "Here are five good men with the grandest organization anywhere . . . all Basement Store men, too (even if we did adopt some of them)." The department had 13 Quarter-Century Club members, said Mr. Tasker, while supervisor Dunlop had the longest service record.

After a bit of typical Dunlop ribbing, supervisor Dunlop warmly thanked his men for a fine job of work and wished them every happiness in the future.

Looking Them Over

The chairman then reviewed the career of each. Ireland was represented by Bill Whale and Dave Johnston, assistant; Scotland had produced Charlie Murray, assistant, and George Nisbett; while the lone Englishman was Bert Lunt.

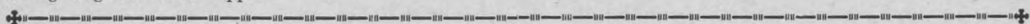
Dave Johnston and George Nisbett shook hands when it was revealed that both had once been butchers. Today George is a talented salesman in Men's Wear.

Bill Whale had a solid background in business and was once a travelling salesman in dry goods. His musical talents were also stressed.

Bert Lunt had once conducted an advertising agency in England. His splendid work in the Receiving Room was lauded.

Dave Johnston's pleasing personality and capacity for hard work were touched on . . . while Charlie Murray's sincerity and dependability were also mentioned.

The five were then presented with gifts of table lamps. A social evening followed with movies on sports, a sing-song and buffet supper.



Breakfast Party Honours . . .

To mark the anniversaries of Bob Dudley and Phil Fulford, the Furniture family gathered around the breakfast table in the Grill Room on Tuesday morning, November 13, before Store opening and, as "Pa," W. G. Thomson, supervisor, said: "It was nice to have both departments (City and Mail) together."

After the bacon and eggs were despatched, chairman Walter Scott had some nice things to say about both guests of honour.

Bob Dudley's Sunny Smile

Chairman Scott then called on Mr. Bob Brown, head of department, Mail Order, to make the presentation of an electric sander to Bob Dudley, who was celebrating his 35th anniversary of Eaton service.

"No matter how difficult the problem," said Mr. Brown, "Bob Dudley always has that sunny smile. In his capacity as section head of the bedding, he is a splendid stock-keeper and keeps after suppliers when stock is needed." Mr. Brown then read to Bob telegrams of congratulations and tributes from old friends and business associates.

"Thank you for the wonderful friendship and support you have given me as well as this most useful gift," responded Bob (at right of picture).





Left to Right—Photographer Vic Weston receives a coveted pop-up toaster presented by Ernie Morey, head of department. Centre: Jack Gillies' gift of a wrist watch is presented by Mr. Percy Blakeman, supervisor. Right: Harry Robinson also takes home a pop-up toaster presented by Herb Green, head of department.

Drug Department "Doin's"

Never, yes sir, we said "never," has the Eaton spirit of team work shown itself to better advantage than on the evening of October-22 when the Drug Department held a dinner and dance at the St. Regis Hotel in honour of three of its members: Harry Robinson, celebrating 25 years; Jack Gillies, 25 years, and Vic Weston, 30 years with the Company.

Over 90 members of the Drug and associated departments sat down to supper. After dinner, Bill McKerchar as chairman, introduced the guests of the evening. Mr. Percy Blakeman, supervisor, presented Harry Robinson with a wrist watch, while emphasizing the wonderful feeling of "belonging" to Eaton's, which that 25 years does for you.

Mr. Herbert Green, head of department, made the presentation of a pop-up toaster to Jack Gillies, recalling the good old days when they had both worked at the same bench.

Vic Weston (Photo Studios) was also presented with an electric toaster by Mr. Ernie Morey, head of department, Photo Workroom, who remarked on Vic's skilful work in the Photo Studio, particularly with children. The three guests made fitting replies.

Mr. Clark Popham then took over as song leader and Frank Beckett played some lovely piano solos. The rest of the evening was spent in dancing. The surprise of the occasion was having the Western Store buyers drop in to offer their congratulations.

Many thanks are due to a good committee for a very enjoyable evening.

Bob Dudley and Phil Fulford

Looking down the years we recall that Bob Dudley played the violin in our Eaton orchestra two decades ago. This orchestra helped out in many welfare and public-spirited projects as well as with the E.A. and R.A. Club. Bob is married and has a married daughter, Edith, formerly with Department 1750. He still loves to get the old fiddle under his friendly chin.

Phil Fulford (Mr. Fixit)

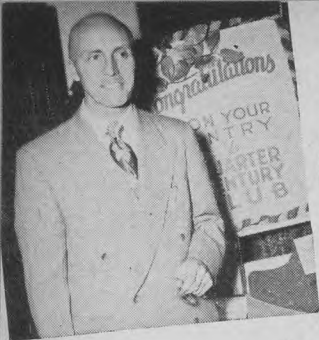
Philip Fulford, the department's contact man (who celebrated his quarter-century on November 15) was congratulated by his supervisor, Mr. Thomson, and presented with a mantel radio from the staff.

"Phil is our 'Mr. Fixit' or contact man with our customers," said Mr. Thomson. "Mr. Fixit's" skill in repair work and excellent service to Eaton customers was lauded and applauded. Married, Phil "came up from Zomerzet" (Somerset), England, and has three sons and two daughters.

* * *

It was a nice breakfast in good company—and before it ended, Mr. A. D. MacDonell thanked Bob and Phil on behalf of the Company for their splendid service—and added his personal congratulations to these two solid citizens.





Welcome to the EATON Quarter-Century Club

See Write-ups and Description of Pictures on Facing Page



JACK GREENWOOD

The M.O. Salesroom, which has been Jack Greenwood's Eaton home for the last year, helped him to celebrate his quarter-century anniversary on October 22. He was presented with a coffee table from the department and the boys and girls on the staff gave him seat covers for his car. He also received a nice shooting jacket.

On the night of October 22 a party was held at Vasalund's for Jack and for Bill Shortt who also joined the Quarter-Century Club.

A member of the Forest and Stream Association of which he is a past president and now secretary, Jack's main hobbies are hunting and fishing. He is married and has a daughter, Florence (now Mrs. Parkinson). There are two grandchildren, Ronald and Lynn.

EDITH M. BOWER

The Sales and Expense Office welcomed Edith Bower into the Quarter-Century Club on the morning of November 15, when she was presented with a leather handbag by Mr. Bruce Sutherland.

Edith, who was born in Winnipeg, has always been interested in the Eaton Women's Golf Club and helped to reorganize it following the second world war.

BEATRICE IVY LEWIS

Another youthful Eatonian who joined the Quarter-Century Club on November 9 is Ivy Lewis. Ivy reigns as queen of the Dress Patterns in the Mail Order. In honour of her anniversary, she was presented with a grey frieze hostess chair, Mr. P. H. Longstaffe, head of department, making the presentation on behalf of the staff. He spoke of Ivy as a capable and willing worker with a pleasing personality which has won her many friends.

Ivy's desk was beautifully decorated with a bouquet of American Beauty roses and during the day many visitors dropped in with gifts and congratulations. A dinner was also held in her honour at Moore's Restaurant on November 8 when she was presented with an album of records by Frances Hinde on behalf of the girls.

PHYLLIS M. STALKER

"Congratulations and many happy returns," was the theme song for M.O. Correspondence on November 15 when Phyllis Stalker entered the Quarter-Century Club and celebrated her birthday on the same day. She was presented with a set of luggage as a gift from the department.

A dinner party was held at the Homestead on November 14 and Miss I. Martin presented Phyllis with a wrist watch as a gift from the staff.

Phyl, who was born in Winnipeg, says she has very much enjoyed her 25 years' service, all of which has been spent with the same department. She was an enthusiastic ice skater and lawn bowler and is now looking forward to that long quarter-century holiday.

EDWARD D. SMITH

A Leeds Yorkshireman, Edward Drummond Smith joined Eaton's Transfer Department in 1926 and is now foreman and a highly valued employee.

Celebrating his quarter-century on October 27, Ed was highly commended by his head of department, Mr. Jim McClure. "Eddie has been everything one could wish for," declared Mr. McClure. "He is always looking after the interests of our customers—he comes in early and, if necessary, stays late. In cases of delayed parcels urgently needed, he has rushed them to the station in his own time."

On behalf of the Transfer staff, Mr. McClure then presented Eddie with a trilight lamp. A handsome gold wrist watch strap was another quarter-century gift. This was presented to Mr. Smith during a stag party held at the R.W.R. Sergeants' Mess.

CECIL HOWARD DALE

It was a cold raw morning when inspector Howard Dale of our crack Delivery squadron celebrated his quarter-century anniversary on November 1, but the drivers' greetings were warm and sunny as they assembled at 8:30 a.m. to wish him "many happy returns."

On our drivers' behalf, supervisor Arni Arnason presented Howard with a mantel radio as a memento of this important milestone. "Howard," said Mr. Arnason, "had always done a fine job for the Company. He also had a very creditable army record. During world war 2 he had served five years in the R.C.A.S.C. supply column, had taken a mechanical course, and held the rank of corporal."

Fort William born, Howard Dale married the former Isabel Mearns of Parcel Inspectors. They have three children, Fred, Robert and daughter Glennis.

A keen sportsman, inspector Dale formerly played softball and hardball "and now it's curling!"

JOHN D. LEBLANC

"Felicitations! and may you enjoy many more years of service," was the theme when Johnny LeBlanc of the Printing Plant, entered the Quarter-Century Club on November 2. The compositors and pressmen of the Composing Room presented Johnny with a beautiful pair of lamps, and later the gang turned up at Johnny's home where he was holding open house.

Johnny was born in St. Boniface and is a member of Le Cercle Ouvrier. He enjoys fishing and also curls with the Eaton Men's Curling Club. Married, he has three children, Lucille, Maurice and Paul.

WILLIAM H. MITCHELL

One of those staunch Eaton ambassadors of good will, driver Bill Mitchell joined the Quarter-Century Club on October 18. At an early morning gathering of his fellow drivers, Bill was presented with a handsome mantel radio by supervisor Arni Arnason as a memento from the gang.

"Before coming to Eaton's, Bill tried farming," said Mr. Arnason. "He also worked at Elmhurst golf links, so he's probably responsible for some of those bunkers we try to beat," added our Delivery chief with a twinkle. Mr. Arnason commended Bill Mitchell for his fine record during his 25 years with the department.

Born in East Ham, London, England, Bill served for six and a half years with the P.P.C.L.I. during world war 2. Married, he has a daughter, Shirley, with 122A Mail Order; a married son, James, and a daughter, Beverley, at home. He is a member of the East Kildonan Legion and the Army and Navy Veterans. (Continued on Page Twenty-Three)

* * *

Description of Pictures on Facing Page

Top Row—Left: Jack Greenwood. Centre: Edith M. Bower. Right: Ivy Lewis.
Second Row—Right: Phyllis M. Stalker.
Third Row—Left: Edward Smith. Centre: C. H. Dale. Right: John LeBlanc.
Fourth Row—Left: Wm. H. Mitchell. Centre: Wm. Shortt. Right: Alma LaFrance.
Fifth Row—Left: David Johnston. Centre: A. G. Bremner. Right: Wilbert N. Hart.



BOOSTER BUILDERS!

Shopping For Shipping

Shown above are the documents required to carry out one transaction via the Shopping Service. First, the customer wrote stating exactly what she wanted. The shopper wrote describing the merchandise she was sending, then the customer wrote back thanking the shopper for her good selection. The rest of the documents were necessary to get the parcel off.

Here is the letter of thanks the customer wrote to Mrs. Jessie Southall, the shopper:

"Thank you very much for your fine selection. It was a perfect fit. The occasion was my son's wedding and I received many compliments from close friends on my 'lovely dress.' This has been my first experience with your shopping help but I am sure that it won't be the last. Thanking you again."

* * *

Women's Coats, Mail Order, Take a Deep, Deep Bow!

A Kenora, Ont., Woman Writes:

"Regarding the order referred to in the enclosed form: I do not know who is responsible for this excellent service, but I should like the person or department to be commended. The particular interest shown, the initiative taken, and the effi-

ciency demonstrated here are especially heart-warming to me. I do not buy a coat very often, am not an ordinary size, but in this case receiving such an unquestionable value for my money and such co-operation in the fitting — and with such speed! (the coat arrived far ahead of my expectation)—the transaction was a real pleasure.

"I confess that I do not hesitate to point out an error, if ever I feel it is necessary, therefore it seems only fair to be as quick to acknowledge any special consideration. Please accept my thanks, and convey it to the deserving party."

"P.S. The coat is a perfect fit and the material and workmanship excellent—far ahead of that in many garments I have seen at nearly twice the price."

* * *

A Congo Missionary's Thanks

Jack Wolfe, M.O. Hardware, packed some goods to be sent to the Belgian Congo. He put his name in the parcel and received a long and interesting letter from the woman missionary who had ordered the goods. The missionary thanked him for his careful packing and said that when one saw the way the goods were handled

(Continued on Page Fifteen)

BRUCE SUTHERLAND Awarded N.O.M.A. Gold Key

Presentation of the Gold Key merit award to Bruce Sutherland, supervisor of the Sales Office and past president of the Winnipeg chapter, National Office Management Association, highlighted the monthly meeting of the chapter, Thursday, October 25, at the Fort Garry Hotel.

The award is made only to N.O.M.A. members who, over a period of years, have rendered outstanding service to their chapters. Mr. Sutherland is the first local member to win this honour.

Presentation was made by Mr. W. H. Evans, Philadelphia, N.O.M.A.'s national executive vice-president, who came by air to Winnipeg for that purpose.

Mr. Evans told a record turn-out of members that it took years of efficient and faithful service to acquire the points required for the gold key award.

Mr. Sutherland, he noted, has been an efficient member of the attendance committee, served as the editor of Nomagram and filled two terms as chapter secretary. In turn he became vice-president and president of the chapter and has continued his active interest as a past president and executive member.

During the evening, the visiting president gave a "family talk" on the work of



N.O.M.A.'s HIGHEST HONOUR: Bruce Sutherland, supervisor of the Sales Office, and past president of the Winnipeg Chapter, National Office Management Association (right), is shown receiving the Gold Key merit award from Mr. W. H. Evans, Philadelphia, N.O.M.A.'s executive vice-president, at the meeting of the local chapter, Thursday, October 25.

the association. This took in organization of correspondence courses for members unable to get to chapter meetings, publication of books on office management problems and short-cuts and supervision of national business entrance tests.

N.O.M.A. has 125 chapters, said Mr. Evans, with members all over the world.

He was convinced the association in this way is making a contribution towards the goal of international fellowship and peace.

* * *

Mr. Sutherland's legion of friends and business associates join in extending warmest congratulations on his achievement of this high honour.

BOOSTER BUILDERS!

(Continued from Page Fourteen)

along the route it was a wonder anything arrived intact. To quote in part:

"... Our mission field is right in the most primitive and wild part of the Congo. I have shot buffalo, antelope and other smaller animals and while travelling 1,000 miles by the river boat I saw a herd of hippos in the river for a swim. One evening last week I went out with my rifle and came back with six pantards (birds similar to the prairie chicken) and an eagle. The African who was with me enjoyed the eagle and our missionaries were glad of the pantards.

"The Congo is beautiful. From my window where I am sitting to write this, I see a large patch of banana trees, in fact, I have a huge bunch of ripening bananas just outside by my door and help myself whenever I wish.

"Thanks again for the good job you did."

*

It is heart-warming, indeed, to know that we were able to be helpful to those undergoing hardships in the cause of Christianity.

Telephone Girls' Kindness

A woman resident of the Middlechurch Home sends the following letter which demonstrates how, through a thoughtful gesture, three girls from the provision order board built up good will for the Store as a whole. To quote:

"When watermelons were almost out of season, we phoned and asked if it was possible for two of us in a room to have a piece of melon. The young lady said she would ask, but phoned back to say it was not possible. We thought no more about it. A week later a huge melon was delivered to us, free of charge. Three young ladies on the phones had joined together and sent us a splendid Arizona melon with a kind little card saying they were sorry they had not been able to send the watermelon, but hoped this would do instead. We cut it up and shared it to the delight and pleasure of all, as it was sweet as a nut.

"P.S. Excuse writing as I have arthritis in my fingers, but thank God, I can write."

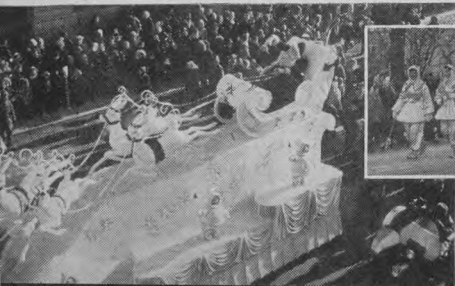
Thank you, Ann Miller, Dolly Hale and Martha Jones, for your thoughtfulness!



Top left corner—"The man behind the gun" — Herman Carson, supervisor, Merchandise Display, discusses parade features with members of press and radio.

At left — Joan Sherman, Eaton's, and Bob Willson, CBW, broadcast a running account of parade to shut-ins.

Top row, third from left—Polishing the glamour gals' parade boots.



Christmas Season Ushered in

Santa Claus Brings a "Super"

"Where are Job's daughters?" asked a sweet young thing, as a grave door about 7:30 on Saturday morning, November 24. "U replied big Bill Buchanan, the doorman, without batting an eye.

"Excuse me!" trilled a pretty drum majorette as she brushed p waiting car.

"Lots of excitement around here this morning," observed Bill. parade this year."

And it was . . . from the crack sea cadets band with flags a-fly sleigh . . . a brand new one, by the way, with all the splendid tr

Floats, costumes, beauty, colour, music, marching, animation make a breath-taking pageant for Winnipeg's 60,000 children. was the best Santa Claus parade Winnipeg has seen in many a y operated with bright sunshine that accented the glistening colo

YOUTH, GLORIOUS YOUTH . . . was the predominating greater Winnipeg high schools were in the cast of this big annual And did you know that Winnipeg girls are regarded as the finest l

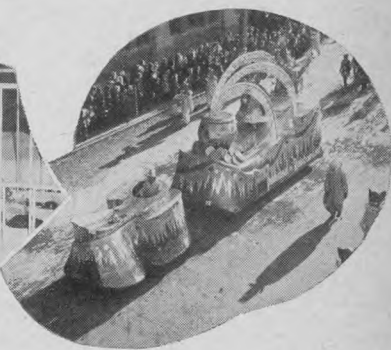
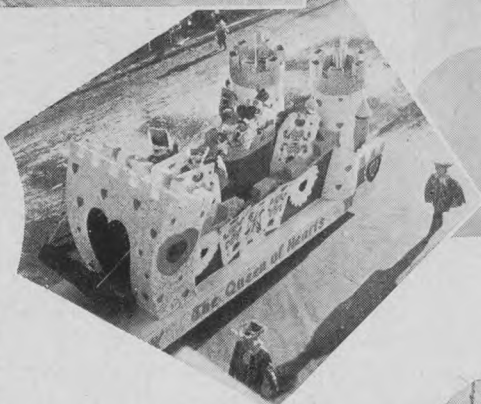
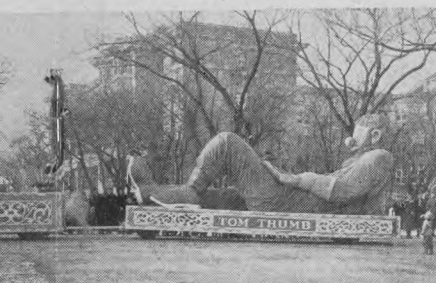
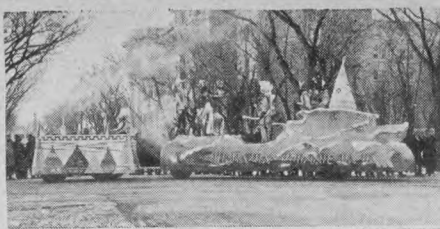
Anyway, the gals were 100 per cent charming! They smiled, t sang) over the entire route, and finished the course fresh and love

There were Mexican girls, cow girls, heart-stealing pirate girls star girls, and those gorgeous, high-stepping majorettes

Nor were the boys less eager and untiring in their efforts to put and the many walking features so dear to the heart of a child!

Music! Music! Music!

You've read all about the many wonderful floats in the newspa ment, with records and tape recorder, that filled the parade wi



Ushered in as . . .

"Super" Production!

young thing, as she breezed through the south Harbour on November 24. "Up in one of the ninth floor lounges," she was batting an eyelash.

As she brushed past us and dashed out the door to a

"observed Bill. "They says it's going to be a great

with flags a-flying, to Santa seated high in his magic sleigh with the splendid trappings befitting a king!

ing, animation . . . all were stepped up this year to attract 10,000 children. Yes, agreed veteran parade goers, it was a sight to see in many a year! And even the weatherman could attest to the glistening colours and the glamour of it all!

predominating feature! All told, 680 students from the city took part in this big annual production. Of these, 444 were girls. And as the finest looking in Canada?

They smiled, they marched, they danced (some even carried bouquets of fresh and lovely as a bouquet of roses.

ing pirate girls, oriental girls, Robin Hood girls, and a host of jorettes.

ir efforts to put on a good show as cavorting clowns and acrobats of all child!

Music! Music!

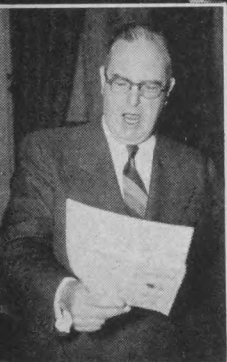
ts in the newspapers. Nine of these had sound equipment and the parade with music unceasingly.

(Continued on Page Twenty-Five)





"MAIL ORDER NIGHT"



Top row—left: "More power" for Mr. Dermody who receives a power saw presented by Mr. Young.

Centre: Many Happy Landings! Tommy Dodds gets a travel bag.

Right: A clock to tick merrily on his mantel for Arthur Scott.

Second row—left: Bruce Sutherland is a powerhouse on the singing end.

Lower left: Messrs. Layden, Warden and Skerrett show how it's done in Hamilton.

Complimentary Dinner Honours Three Anniversaries

John J. Dermody.....	40 Years' Service
Arthur Scott	40 Years' Service
Thomas Dodds	35 Years' Service

"Tonight we are honouring three men who have worked hard and made a splendid achievement—their anniversaries total 115 years with the Company. . . ." The speaker, Mr. A. H. Young, M.O. superintendent, was presiding over a complimentary dinner tendered by the M.O. management, to the three Eatonians listed above, and held on Thursday evening, November 1, at the Fort Garry Hotel.

"These gatherings serve a dual purpose," continued Mr. Young; "meeting to celebrate the anniversary milestones of our associates in this pleasant way also provides an opportunity to get to know each other better."

We noticed quite a number of "City" Eatonians mingling with their Mail Order brethren for this happy event. It was also a pleasure to see Mr. R. S. McCordick, Mr. Gilbert Eaton and Mr. R. M. Pinfold who dropped in for a brief visit and to wish the three men "many happy returns."

A rollicking sing-song was kept rolling throughout the delicious roast beef dinner by Bruce Sutherland, aided and abetted by Harold Price at the piano (which poses the question: when do these song enthusiasts eat, anyway?).

Poetic tributes to the three guests, written by bard Bill Gray, were also sung with great feeling (especially the number for

MR. TOM BURNS HONOURED

(Continued from Page Seven)

Mr. Burns in relating incidents to show how they had influenced his life.

"Business was not all pillow slips, sheets and blankets," continued Mr. Burns. Throughout his 40 years he had striven to create friendship and good will with Eaton suppliers as well as with management and employees of all departments. This effort over the years, to build good will among our customers, had reacted most favourably, and many a mother who, long ago bought her trousseau linens in the department, was now bringing her daughter on the same mission. Mr. Burns also thanked the gathering for the lovely bouquet of flowers sent to his wife on this occasion.

Tendered Dinner by Staff

A complimentary dinner at Moore's on Friday evening, November 16, was the Linen and Staples staff's way of marking the 40th anniversary of their supervisor. Mr. Joe Watson presided, and besides both City and Mail Order Departments, a number of retired personnel were present, including Mr. W. Hopps, former supervisor.

Speeches were brief. Mr. W. Anderson, Edmonton, in a typically witty address, conveyed the congratulations of the Western Store men from Calgary to Port Arthur, who were all present.

Mr. W. Hopps spoke of Mr. Burns' 100 per cent loyalty and co-operation to the Company and himself during their association. They never had a difference. Mr. T. H. Hancock read the great stack of messages. Some spoke of Tom Burns' high sense of human values, his keen sense of humour, and ever-pleasant smile even under unusual circumstances.

One message reminded Mr. Burns that a rhubarb pie was awaiting him at Dunnville, Ont.; another referred to a hitchhiking expedition from Minneapolis to Winnipeg he shared with Mr. H. D. Macnamara (Vancouver) in the long ago.

"Tray Has Magical Properties"

Presenting a beautiful silver tray to Mr. Burns, a gift of affection from his staff, Mr. Hancock said that the tray had "magical properties" in that it reflected the glow in their hearts for the chief. Paraphrasing the slogan of Boots, the famous English chemists, Mr. Hancock added: "You are safe in dealing with Burns."

Reminiscing down the years, Mr. Burns, in responding, spoke of the great opportunities for advancement in the Company. Again referring to the value of friendship building, he told his staff: "We have worked together a long time with most happy relations, we go forward as a unit."

RECENT APPOINTMENTS

Winnipeg

Department W215—Jewellery, Watches, Clocks, Holloware, Flatware, Thermos, Leather Goods and Handbags;

Department W615—Jewellery and Watch Repairs:
J. R. FIRTH, assistant.

"MAIL ORDER NIGHT"

(Continued from Page Eighteen)

Mr. Dermody), while the Hamilton Factory trio—Messrs. W. E. Skerrett, E. A. Warden and E. L. Layden—rendered "Roll Out the Barrel" with great gusto.

The "Low Down"

The careers of Messrs. Dermody, Scott and Dodds were then reviewed in Mr. Young's whimsical style.

TOMMY DODDS, junior member of the trio, had started out in the theatre business and, with his vocal talent, was once known as the "Mystery Voice." "Since coming to Eaton's, he has done a splendid job in the Store and Mail Order, and we're proud to have him with us."

ARTHUR SCOTT was born away up in the Arctic Circle. Once a ball player, he also used to wrestle with a bear . . . "which doubtless helped him to wrestle with Mail Order problems." He, too, has done an excellent job, especially in training young people.

JOHN DERMODY "is noted for running a model department . . . he's also a model farmer, raises giant potatoes, has now included chickens and is getting nine eggs from 12 hens, but hopes to make it unanimous."

Gifts Presented

Mr. Young then presented gifts to the three men on behalf of their associates. Mr. Dermody received a power saw; Mr. Scott a mantel clock, and Mr. Dodds a handsome travel bag.

Each guest of honour expressed his thanks in original terms—but all agreed that they were proud to work with Eaton's and cherished the many friendships made within our friendly ranks.

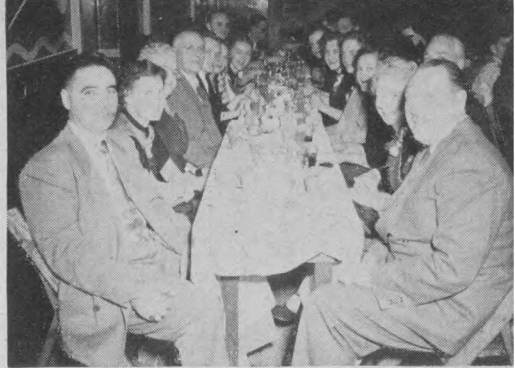
During the evening a charmingly worded tribute to the Women's Coat Department, M.O., from an out-of-town customer, was read by Mr. Jim Johnston. As a result there were calls for Mr. J. W. MacKenzie. Finally, that worthy rose and blushing took a bow. (This unusually fine "thank you" letter appears on page 14 in this issue.)

82nd Birthday Cake

Former Printing Department old timer George Ballingall is seen holding his 82nd birthday cake. A member of the Bindery staff for many years, George is now retired and living at Vancouver.

"Many happy returns, George!"





Pick yourselves out, folks! Glimpses of the 110 Eaton fishermen and their wives at the supper dance. At lower right: President Arni Cooper looks on as Eleanor Oleschuk pins a corsage on Mrs. Cooper.

Eaton Angling Club Winds Up Season with a . . . **Delightful Supper Dance**

Those who have followed the activities of this comparatively new recreational group have been much impressed with its progressive program—the imagination of its planning, its high motives and strong leadership.

Each of the Angling Club's expeditions from the first fishing through the ice in the spring, on through the summer to the annual smoker, has been expertly supervised.

Safety, comfort, good conduct, have always been carefully handled — yet the club invariably comes up with some new "wrinkle" to add to the enjoyment of the outing. Perhaps its most worth while venture has been the *Boys' Day*, when some 50 boys are sponsored by the club for a deliriously happy day's fishing—all expenses paid!

On Tuesday night, November 13, the club wound up the season with a supper dance which upheld its reputation for enjoyment. Held at the Roseland, it was a gay and colourful evening. After a delicious supper there was dancing and a sparkling floor show.

Yes, there were corsages for ladies, cigars for their escorts, prizes, and all the fun of the fair! "Good show," fishermen!

"KIND HEARTS ARE MORE THAN CORONETS . . ."

Suffering from spinal meningitis, unconscious for 70 hours and not expected to live, 11-year-old Wilfrid Caron, son of Mrs. Marguerite Caron of our Auxiliary staff, recently regained consciousness and is now happily convalescing.

During this period of grave anxiety for Wilfrid's mother, Eatonians were most kind. The Beauty Shop and the Meat Department, with whom she has been associated, sent flowers, fruit, even gold fish, to cheer the sick little boy, as well as cards and messages to his mother.

"It was so kind of them and such a comfort to me," said Mrs. Caron, "that I do wish you would say in Contacts that I thank them all from the bottom of my heart."

Wife: "I don't think I look 30. Do you, dear?"
Husband: "No, darling, not now. But you used to."

* * *

The wise are guided by reason, ordinary minds by experience, the stupid by necessity, and brutes by instinct.

PIN-BOY CHATTER

By Ewan McFadyen

As the first series is now history, we give the results for record purposes only:

	1st Series Winners	Team Single	Team Three	Women's Single	Women's Three	Men's Single	Men's Three
Division One	Jay Dees	Winsomes 1228	Nomads 3141	Nita Miller 335	Nita Miller 749	Bill Robertson 305	S. Sigvaldason 797
Division Two	Wiggetts	Lafalots 1122	Drivers 3015	Del Pankhurst 280	D. Ducharme 716	Roy Lowe 339	Roy Lowe 801
Division Three	Rough Riders	Eagles 1150	Rovers 2932	Mary Kurz 330	Irene Daniels 712	Maurice King 345	Lloyd Waddell 737
Division Four	Fixers	Alley Byes 1176	Alley Byes 3302	May Parker 309	Nettie Mazur 740	Bob McQuarrie 349	Jim Torbet 851
Division Five	Mazumas	Stampeders 1137	Bee Bees 2999	D. Wicklund 335	Effie Howard 821	Albert Gable 422	Joe Green 879
Division Six	Twenty- Niners	Nationals 1008	Twenty-Niners 2781	Millie Barker 319	Hilda Sim 750	Ray Puttaert 323	E. McFadyen 772
Division Seven	Vikings	Tryhards 1147	Tryhards 2869	Donna Quinn 361	Donna Quinn 720	John Lemmen 330	John Lemmen 761
Division Eight	Cello- wraps	Flying Imps 1025	Tender Knits 2613	Shirley Haney 263	Shir. Haney 629	Bev. Youngson 338	Gordon Graham 680

With two nights of play in the second series now away, many of the above records have been broken. However, Albert Gable hasn't much to worry about, his 422 still looks pretty safe. The Bowling Queen of the issue is Margaret Taylor of the Cello-Wraps, who copped the crown with a 357 single. The Bowling King, of course, is Albert Gable.

Division One—Eric Guile's Nomads are in first place with nary a loss so far, followed by Bill Stewart's Set-Ups and Ernie Wall's Skippers. High Ladies: Mary Matthews, 823; Nita Miller, 667; Marg Jones, 662; Grace Landry, 664; and Vera McCaw, 663. High Men: Sig Sigvaldason, 746; Jack Collett, 742; Walter Mills, 726; Jack Livingston, 695, and Art Wright, 694.

Division Two—Lorne Jackson's Outlaws have only dropped one game so far, and share a three-way tie for first place with Roy Lowe's Notsowise and N. Buckboro's Split Atoms. Donna Ducharme topped the girls with 688, followed by Frances Polonski, 681, and Edith Hull, 639. George Bennett was the best of the men with 738. Other good scores were: Bill Maskell, 691, Clarence Saunders, 690; Roy Lowe, 668, and Lorne Jackson, 661. Donna Ducharme has the top average among the weaker sex (?) of the division with 211, and George Bennett is the high average bowler of the men with 216.

Division Three—Here three teams are grouped in first place: Cy Napier's Five Spots, Doug McPherson's Rovers and Bob Stacey's Eagles. Gertie Chatten topped the girls with 753, followed by Mary Kurz, 682, and Irene Daniels, 657, while Bud Insch was the best of the men with 728. Other good scores were rolled by Tommy Scott, 685; Les Povey, 684, and Norm Hawkhead, 658. Ruth Baldwin's average of 186 leads the girls and Lloyd Waddell leads the men with 212.

Division Four—Cook's Alley Byes hold down first place all by themselves with Elliott Westman's Fixers in second place and Frank Crosley's Zeros

in third. Good scores were rolled by Nettie Mazur and June DesBrisay. In the men's section, "Jumbo" Westman dominated with 820. Other top men were Bob McQuarrie, 716, and Jim Torbet, 689. Dorothy Martin has the high average with 195, followed by Connie Hancox, Edith Miller and Alice Sedo, all with 179. Elliott Westman's 223 leads the men, with Bob McQuarrie and Bill Liver next, each with 214.

Division Five—Aldous' Money Bags tied with Watson's Peppy Pals for the number one position, followed by Sheidow's Stampeders. E. Milne led the girls with 622, while Chris Mickoski was right behind with 615. George Huntington's 802 was the best for the men. Other fine scores were turned in by Joe Green, 749, and R. Wicklund, 701. Chris Mickoski led the girls' averages with 201, followed by Effie Howard, 185; M. Burtnick, 184, and Ann McCaffrey, 171. George Huntington topped the men with 221, Joe Green, 209, and Albert Gable, 207.

Division Six—Lucky Selects have only lost one game to hold down first place. It's a good thing they have some girls on their team that can bowl. Behind them are grouped Ted Black's Blazers; Stan Smith's Twenty-Niners, and Mac McAlpine's Penny Pinchers. Percy Smith rolled three nice games for 827; Mac McAlpine, 681; Rae Puttaert, 682, and Jim Stewart, 673. Johnny Johnson led the girls with 743, Hazel Tarry, 671, and Bell Dee, 634. High averages, girls: Millie Barker, 189; Johnny Johnson, 184, and Doris Slack, 181. Men: Stan Smith, 196; Bill Mitchell, 192, and Len Reed, 189.

Division Seven—It's a five-way tie for first place here among Dave Williams' Aces, Jimmy Reid's Red Hots, J. Sterling's Tryhards, E. Olien's Vikings and H. Brown's Dandies. D. Quinn's 577, Joyce Lowe's 634, and C. McKenzie's 608 were the best of the girls, and Jimmy Carson topped the men with 884 and 668. Johnny Lemmen, 681 and 654; Jimmy Reid, 631 and 621.

(Continued on Page Twenty-Two)

1951-52 Will Be . . .

A Great Curling Season!

Eaton Curlers' Annual Get-Together

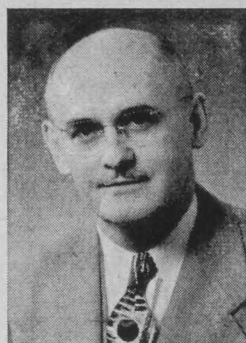
"What with the MacDonald Brier (World's Series of curling) to be held in Winnipeg this season, we expect greater interest than ever in the roarin' game," declared Eaton curlers' prexy Len Wimble, as he welcomed a large gathering of the clans

to the annual get-together on Tuesday night, November 13, at the Civic-Caledonian rink.

The genial Mr. President estimated that more than 400 Eatonians would be shooting the granite "stones" over the hog line this season, not to mention that new addition, the Eaton Retired Men's Curling Club.

Meanwhile, the get-together progressed merrily with a rollicking sing-song led by Ron Parker, accompanied at the ivories by Harold Price . . . and a couple of impromptu numbers by Shorty Cumbers. Movies of the Grey Cup finals and other outdoor events, together with a buffet supper, rounded out a grand evening among old friends!

Before you read this we'll meet you on the ice, fellows, with brand new brooms at the slope!



President Len Wimble



Ron Parker
led the song-fest

They Had a Galloping Good Time!

Eaton Riding Club Holds Annual Dance

Were YOU there???—Where?—Why, at the Grain Exchange Curling Club when the Eaton Riding Club held its annual dance on Thursday, November 8! "A ho! and a go! and an allemande left"! rang out loud and clear as the friendly horsemen of Eaton's formed their squares and "swang" their partners. Then there were the fox trots, the waltzes, the polkas, and the schottisches. The evening began with a social one-step that really mixed the crowd up and started an evening of fun for everyone present.

George Ryckman and his Old Timers provided an ideal selection of danceable tunes to everyone's taste. Ray Monteith, our president, and Ruby Williams, our secretary, did a good job of welcoming our friends and presenting the prizes. Yeah, prizes!! So you see, you did miss a good evening, and next year we'll expect to see YOU there. —David Swan



Here's Good News For Men and Young Men!

To Help Keep You Fit This Winter, Applications Are Still Being
Accepted for the Eaton Group at the Y.M.C.A.

By kind arrangement of the Company with the Y.M.C.A., any male employee of Eaton's over 17 will be eligible at the special membership fee. Full facilities of the Y.M.C.A. will be at your disposal.

For Applications, Call at the Staff and Welfare Office.

PIN-BOY CHATTER

(Continued from Page Twenty-One)

Division Eight—Del Dobbin's Jets are setting the pace here. Six wins and no losses, followed by J. Fisher's Rockets and G. Graham's Maple Buds.

Twenty-Two

Margaret Taylor topped the girls with 781 and Dick Wright, the men, with 730. Lorraine Ramsay has the high average here with 168; E. Hewitt has 161 and V. Campbell, 160, while Alex Stratton is the best of the men with an average of 188. John Bydak and J. Cooper have 174 each.

Welcome to the Quarter-Century Club

(Continued from Page Thirteen)

WILLIAM BROWN SHORTT

From Falkirk, Scotland, came farmer Bill Shortt, who joined the Quarter-Century Club, October 29.

The Mailing Department, of which Bill was a member when his quarter-century arrived, presented him with a gladstone bag, and the girls and boys on the staff gave him a gold watch bracelet engraved with the Masonic emblem, and also a sweater. He was also one of the guests of honour at a departmental party at Vasalund's on October 22.

Besides his interest in the Shriners and Masonic Order, Bill plays the side drums and spends his summer week-ends on the farm. His wife is the former Jean Murray of M.O. Copying, and they have a daughter, Rhona.

ALMA LAFRANCE

Bowling, reading, good music and playing a good game of bridge are the chosen hobbies of Alma Rose Marie LaFrance who celebrated her 25th anniversary with the Company and the Hardware Department on October 18.

Mr. W. L. Cable, supervisor, presented Alma with a coffee table with a blue mirror top and the good wishes of the staff.

On the evening of the 18th, the staff held a party for Alma at the Winnipeg Flying Club where 150 department members, including the Western Store men, met. Here she was presented with a floral china ornament by the Western men.

Alma is hoping to go to Paris for her quarter-century holiday.

DAVID JOHNSTON

Belfast, Ireland, is the birthplace of Dave Johnston, assistant in the Basement Store, Piece Goods Section, who celebrated his 25th anniversary with the Company on October 18.

Dave joined the Company with the City Carriers and was with the Linen Department before moving to the Basement Store in 1950.

Mr. J. A. Collett, head of department, presented Dave with a coffee table as a gift from the staff, along with their good wishes.

The former Barbara Stewart of the City Inspectors, is Dave's wife, and they have four sons, Stewart, with the Draperies; Gordon, Brian and Bruce, and a daughter, Barbara Ann.

ALEX G. BREMNER

Despite his delivery route, Alex Bremner manages to find time not only to garden, but to win prizes for it. Alex, who entered the Quarter-Century Club on November 8, is a member of the Winnipeg and St. James Horticultural Societies and has won prizes two years running in the "Beautiful Homesites" and "Flower Garden" classes of the St. James garden competition. He also curls.

Mr. Arni Arnason, supervisor, presented Alex with a camera as a gift from the Delivery men on the morning of his anniversary.

An Aberdonian by birth, Alex served 7½ years in the second world war in the R.C.A.S.C. and was overseas. He enlisted in 1940 and returned in 1948. The former Rose Simpson of M.O. Women's Dresses, is his wife.

WILBERT N. HART

Gardening is the favourite hobby of Wilbert Hart of the Engineering Staff, who celebrated his quarter-century on October 25. Mr. Alex Murray, supervisor, acting for the department, presented him with a chenille bedspread as a gift from the staff, and flowers were sent to Mrs. Hart.

Bill, as he is known to his friends, was born in Winnipeg and spent two years with the Elevators before moving to the Light, Heat and Power section. He was overseas for some of his three years' war service with the 100th Grenadiers and the 8th Battalion.

The former Elsie Coulter of the Men's Clothing Workroom, is Bill's wife.

JACK GILLIES

(Picture on Page Eleven)

The Drug Department welcomed Jack Gillies into the Quarter-Century Club on October 25 and he was one of the guests of honour at a party held at the St. Regis on October 23.

Mr. Herbert Green, head of department, presented Jack with a pop-up toaster as a gift from his fellow employees.

Born in Aberdeen, Scotland, Jack had a total of 10 years' war service in the two great wars. He served with the R.A.S.C. (Imperials) in France for four years and was overseas for another four years in the second war with the R.C.O.C. He is married and has a daughter, Ethel, in Hamilton, and likes curling and fishing.

HARRY THOMAS ROBINSON

(Picture on Page Eleven)

Twenty-five years with the Company and the Drug Department were celebrated by Harry Robinson on October 21. He was welcomed into the Quarter-Century Club, October 22, at the Drug Department party held at the St. Regis.

Mr. Percy Blakeman, supervisor, presented Harry with a wrist watch and spoke of his years of service, starting as an office boy and working into the Receiving.

Harry's wife is Mabel Kennedy, formerly of the Drug Office, and they have one son, Harry Kennedy Robinson, who was an excited guest at the party.

Eatonian's Idea Helps Cenotaph To Get Face Lift

Anyone looking down Memorial Boulevard in mid-October must have wondered why the smoke screen around the cenotaph. On getting closer they would have noticed the stately memorial being sand blasted to remove the smoke and grime of a big city.

On Remembrance Day those paying tribute to the fallen were proud of the wonderful transformation that had been effected.

This renovation arose from a suggestion by Mr. Albert E. Holmes (Drapery Workroom) that it be ascertained if the work would be undertaken gratis by sand blasters on behalf of the veterans of Winnipeg. The Canadian Legion sponsored Mr. Holmes' idea, and a local company graciously consented to do the work. A fine job of co-operation, indeed!

WEDDING BELLES

"Happy Days Ahead!" is the wish of their friends in Store and Mail Order for these brides and grooms who are starting out on their new life.

1—PAT RANCE (M.O. Complaints) married Earle Clendenning at Norwood United Church on October 19. The department presented her with a mirror and she received a coffee table at a dinner party held for her at the Homestead by the girls on the staff.

2—DOREEN FERGUSON (M.O. Copying) became the bride of Sergeant Ken Stewart on October 27 at Young United Church. Doreen received blankets as a gift from the department and a linen shower from the girls.

3—ELSIE SHASTAL (Economy Drapery) was married to Eugene Mack at Redeemer Lutheran Church on October 19. She was presented with a corner table from the staff.

4—VERA GATEHOUSE (M.O. Books and Stationery) married J. E. Richardson at St. Matthew's Anglican Church on October 27. A bedspread was the gift from the department and the girls on the staff held a miscellaneous shower for her.

5—ISLA GILES (Stock Audit) became the bride of Barclay Wilson at St. Phillip's Anglican Church on October 27. She was presented with an electric toaster as a gift from the department and the girls in the office had a miscellaneous shower at the home of Ivy Morris.

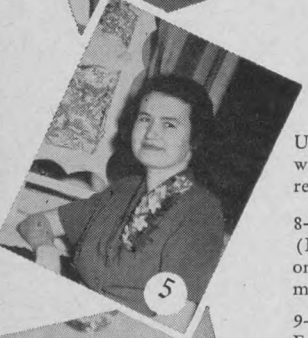
6—IDA KRUEGER (M.O. Packing) became the bride of Conrad Anderson at the Morden Evangelical and Reform Church on October 14. The departmental gift was a bedspread and she was guest of honour at a miscellaneous shower held by the girls.

7—MARGARET HUTCHESON (Grill Room Products) married Ronald W. Wilson at Home Street United Church on October 20. The departmental gifts were a coffee table and Coalport centrepiece and Margaret received Revere ware at a shower.

8—HILDA LOHSE (M.O. Notions) and Bill Girdlestone (Men's Ties) were married at All Saints' Anglican Church on November 3. Hilda received blankets from the department.

9—ELLEN PEDERSON (M.O. Budget Plan) married Edward St. Mars at Holy Cross Church on October 27. Ellen received aluminum saucepans from the department.

(Continued on Page Twenty-Five)





SANTA CLAUS BRINGS A "SUPER" PRODUCTION!

(Continued from Page Seventeen)

And What of the Shut-Ins?

Little ears were "glued" to the radio as Santa's hustle and bustle in getting ready for the Christmas excitement was told in four nightly broadcasts before the parade.

For an added thrill, each night of the broadcast the good Saint Nick also called up some little boy or girl in a hospital cot and they talked over the long distance telephone. Then when the big day dawned, Joan Sherman, Eaton Good Deed Club secretary, and Bob Willson, CBW announcer, gave a running account of the parade as it passed by.

It is good to learn also that twelve bed patients from the Children's Hospital were able to see the parade when arrangements were made for them to be conveyed in heated cars to a point along the route. To ensure their comfort, H.M.C.S. Chip-pawa came forward with the loan of warm clothing and great coats in which to bundle them up snugly. Another feature was the visit by Santa to various hospitals following the parade.

"God Bless Us All," Said Tiny Tim

But perhaps the greatest thrill of all was that afforded 105 children from St. Joseph's Vocational School, St. Agnes' School for Girls, and the Children's Aid Receiving Home. As guests of Santa Claus they were picked up by buses and whisked away to see the parade. Then, the great show over, they were brought to our Employees' Cafeteria for lunch. To top off their big day, before they were taken home each little one was given a bag of candy, a big rosy apple and a book all about that lovable parade character, "Punkinhead!"

As to credit lines for this super production of 1951, there are so many of them we'll just close with these lines from Francis Hutcheson: "*That action is best which procures the greatest happiness for the greatest numbers.*"

TO THE MANNER BORN

Good manners cannot be put on nor off like a cloak. They must always be with us as a natural part of our being. To have to decide in every instance whether we are going to be polite or resentful is wearing on our nerves—and wearing on others. To be nice when we are pleased, and only then, leaves us in the category of the lowest forms of life. Even snakes behave themselves when they are pleased!

But in the little stresses and strains of life we show our breeding by keeping our voices down, by adhering only to constructive or tactful remarks, and by our willingness to concede that the other person has his side, too.

Let's remember that when we are in the right, we can afford to keep our temper, and when we are in the wrong, we can't afford to lose it.

ANOTHER BOOSTER BUILDER

"It's the Little Things That Count"

A very satisfied customer called Contacts about the helpfulness of our Plumbing Department. It seems that some equipment in her home was leaking. Everyone she asked advised her that she needed to spend a lot of money to have it repaired. "She should buy this part, buy that part, or no, she needed a whole new fixture."

Finally the customer visited the Eaton Plumbing Department and explained her predicament to salesman T. Davidson who sold her a five-cent washer and told her how to put it on. The fixture now works perfectly. The customer is very grateful to Mr. Davidson and has asked us to express her thanks to him for his courtesy, kindness and knowledge of her problem.

WEDDING BELLES

(Continued from Page Twenty-Four)

10.—NELVA GARDNER (Ticket Writing) was married to Jack Field on November 10 at King Memorial United Church. The gift from the department was a bedspread.

11.—ANDY CHABIDEN (Engineers) married Gwen Lewis at St. Boniface Basilica on October 13. The departmental gift was a smoking stand.

12.—EVELYN RADSTROM (Mailing List) and Carl Purper were married at Redeemer Lutheran Church on October 20. Irene received linen at a shower and an iron from the department.

13.—SHIRLEY HEARD (Mailing List) and Stanley Gibson were married on October 12 at Holy Trinity Anglican Church. Shirley received a bedthrow from the department and a waffle iron from the girls on the staff.

14.—JULIA DANIELSON (M.O. Drugs) became the bride of Abe Friesen at Knox United Church, October 29. Julia received an electric kettle from the department and miscellaneous gifts from the girls on the staff.

15.—SHIRLEY BONST (Men's Clothing) and David Milner were married at Greenwood United Church on October 4. The gift from the department was a wool blanket and the girls gave her sterling silver salt and pepper shakers.

16.—AUDREY LIEBRECHT (M.O. Copying) became the bride of Walter Proutt at Zion Lutheran Church on October 27. A bathroom hamper was the gift from the department and the girls held a kitchen shower for Audrey.

17.—EVELYN STACEY (Piece Goods) married Bill Terryman at Young United Church November 3. The gift of the department was a lace table cloth and serviettes.

Port Arthur Store Holds Anniversary Dance



To celebrate the 13th anniversary of the Port Arthur Store, 250 Eatonians, including the staff from the Fort William Foodateria, gathered at the Port Arthur Canadian Legion Hall on October 16.

With the hall suitably decorated by Wilf Brown to blend with the occasion, everyone joined in to make the event one of the most memorable sponsored by the Company.

Midway through the evening refreshments were served by the Women's Auxiliary of the Canadian Legion. The food was perfection itself. Music was supplied by Joe Turner's orchestra.

A vote of thanks goes to the committee in charge of arrangements: Chairman, George Rudd, Misses E. Smith, I. Autio, G. Taylor, A. Andrews, M. Yagnach, E. Perrie, Mrs. D. Armitage, Mrs. K. Lepper, Mr. D. Rafalant, Mr. A. Thompson, Mr. J. McNeill, Mr. J. Cockell and Mr. H. Holseth.

* * *

Top Picture—Committee in charge of arrangements. Front Row—Left to right: George Rudd, chairman; A. Thompson, John McNeill, Jimmy Cockell and H. Holseth. Back Row—E. Smith, I. Autio, G. Taylor, Mrs. D. Armitage, A. Andrews, M. Yagnach, Mrs. K. Lepper, E. Perrie and Danny Rafalant. Lower Picture—View of a portion of the party.

Curl, Girls, CURL!

The first snow of the season may have made the roads tricky, but it didn't interfere with the spirit of our curling gals. They gathered at the Eaton Club on November 14 for the first meeting of the new season.

President Madeline Doyle presided over the brief business session, then turned the chair over to Winnifred Jamieson for the entertainment end of the evening.

Led by Jean Kerr and with Muriel Fraser at the piano, the girls enjoyed a hearty sing-song. Games followed, and the evening finished off with a generous supper.

The committee in charge was pleased to see such a good turn-out, particularly of new members. About 15 or 20 beginners have been added to the club roster.

ROCKS AWAY!

**Eaton
Retired Men's
Curling Club
Commence
Season**



The Retired Men's Curling Club had their first meeting of the season on Tuesday, November 20. This club meets each Tuesday at the Eaton curling rink on Mayfair Avenue, and for those who do not curl, there are games, cards and a social chat amidst warm and pleasant surroundings.

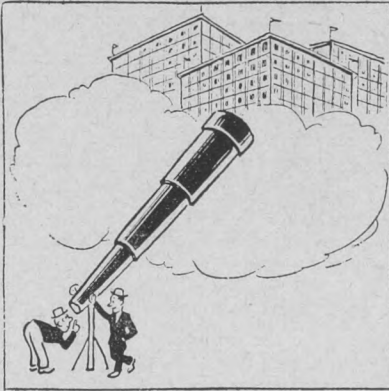
Officers Elected For the 1951-52 Season

Honorary President H. M. Tucker
President B. C. Scrivener
Vice-Presidents W. McLaren, W. King

Social and Curling Committee: H. Tait, O. Thomas, Bert Lane, S. Metcalfe, S. McKay, A. Cassie.
Chairman: William Gould.

**Retired Eatonians Are Invited Every
Tuesday From 2 to 5 p.m.**

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Welcome back to Vanda Litwin, Velda Roney and Ruby Janakas after their recent illnesses. We hope you will enjoy good health in the future.

Also welcome to Marjorie Polnut, Gladys Eastvold and Frank Owens. Glad to have you back with us.

Best wishes to Irene Wachtler, who received a lovely diamond October 15, from Duffy Dufault when he was home on leave from H.M.C.S. Shearwater.

Charlotte Dougherty was presented with a beautiful torchere by Mr. A. Carr, head of department, for the staff. Charlotte was married to Ivan Foster on October 20 at St. Paul's United Church.

Mr. Carr also presented Helen Peterson with linen as a wedding gift from the staff. Helen was married November 3 to Bob Coull.

Best wishes for a very happy future to you all.

A very enjoyable evening was held November 9 at the Marlborough Hotel in honour of Harry Jacques who celebrated his 30th anniversary November 9. The morning of his anniversary, Mr. G. Douglass, supervisor, presented Harry with a smoking stand on behalf of the staff.

Piece Goods

Best wishes to Wilma Gibson who was married to Cromwell Smith, November 9. Wilma received a table lamp from the department and a wool bedthrow as a shower gift from the girls.

On October 18 the department honoured Dave Johnston on the occasion of his 25th anniversary with the Company. On behalf of the management and staff, Mr. J. Collett, head of department, presented him with a coffee table.

Dona Hicks of the Millinery Section, looks very happy these days. She received a beautiful diamond from Frank Antonsen.

We are very sorry to lose the services of Barney Saunders from our stockroom. Mr. J. Collett, head of department, presented him with a leather wallet as a gift from the staff.

Fashion Frolic

The Women's Coats and Suits held a party at the home of Mrs. Caroline Gruber on November 21 in honour of Mrs. Sadie Singer, who is returning to her home in Freemantle, Australia, after four years with the department.



Mrs. Sadie Singer

About 30 members of the staff took part in a program of games convened by Mrs. Helen Kane and Mrs. Nora Scott. The most amusing item was a mock fashion show of the latest millinery, commented on by Mrs. Mary Bowen. Mrs. Chris Masson received a golden apple for being the mannequin with the most style and beauty.

Mr. G. B. Scrivener, supervisor, then presented the guest of honour with a beautiful leather travelling bag.

MAIN FLOOR

Jewellery—By T. Bennett

Mrs. Alice Legge was presented with a silver tea service as a gift from the department when she left to make her home in California.

* * *

THIRD FLOOR

D.A. Office Chatter—By E. Landsley

We are happy to see Gladys Williams back and looking as well as ever after her recent illness.

Gilda Simpson came into the office on the morning of November 9 with eyes as bright as the lovely engagement ring on her left hand. The lucky fellow is Donald McEwan. Best of luck to you both.

* * *

FOURTH FLOOR

Lingerie—By J. W. Frisken

"Johnny" Sigmar was presented with a table cloth as a gift from the staff on October 29. Johnny was married while on her holidays. Good luck and best wishes from all of us.

* * *

SIXTH FLOOR

Carpets Calling—By G. McLean

We are pleased to announce the arrival of James Brett Davies, who weighed in at 7 lbs. 10½ ozs. on October 30. Mummy is the former Jo Randall of the Service Bureau, and daddy is Jim Davies of our staff.

Ralph Carson is doing very nicely and we hope to see him back soon.

Congratulations to Lorraine Ramsay on winning a turkey in the bowling turkey shoot.

Glad to hear that Sid Holmes of the workroom had such a lovely holiday in California. That was a nice tan you brought back, Sid.



General Office News—By Irene Adam

Three more members of our staff left this month. Marge Marshall and Audrey (Tess) Shelton, to take up housekeeping duties, and Connie Allyn to work with the Stove Department. Marge was presented with a brooch and Audrey received china floral ornaments and nylons. Connie was presented with a Mario Lanza record album. Our good wishes to the three of you in your new occupations.

Monday, November 5, June Harvey became the proud wearer of a diamond, presented by Bert Scott. Then, on November 12, Grace Sim came into the office with a bright smile — reason — a lovely diamond from W. Anderson. Best wishes to all of you.

We offer our deepest sympathy to Mr. G. Yeland on the passing of his sister, Mrs. Erickson, on October 27.

Expense Office

Our good wishes to Grace Martin who recently became engaged to Jack Garvin of Monsanto Company. Grace and Jack are to be married on December 19.

* * *

SEVENTH FLOOR

Budget Plan Patter

Good wishes to our latest bride, Edith Wells, whose marriage to Jim Keen was an event of October 24, at Norwood Presbyterian Church. Edith was presented with a torchere as a gift from the office staff, and with it our best wishes for many years of happiness.

Peggy Steine was presented with a satin bedspread by Mr. W. Freeman, head of department, when she left to make her home in Longview, Washington. Best wishes, Peggy!

Mabel Bennett received a gift of flatware when she left for Flin Flon where her husband has been transferred. Good-bye and good luck.

Sadie Hawkins' night really fractured two of the male members of the staff. Mr. Sinclair wound up with a broken wrist and Virgil Holmes with several fractured ribs as they tried to elude a couple of persistent Daisy Maes! (We're only kidding.)

Twenty-Eight

Electricals

We were sorry to say good-bye to Mrs. Gladys Clee who left recently to make housekeeping her full-time occupation.

* * *

EIGHTH FLOOR

Picture Framing Workroom

Mr. P. F. Morgan won the Manitoba Open Camera Club cup in the Manitoba Camera Club competition for 1951. He also took third prize. Congratulations!

City Ads

Our very best wishes to Ivy Vale who is wearing a beaming smile and a very beautiful diamond. The diamond was presented to Ivy on November 3 by Fred Olson of the Optical.

Telephones

Get well soon wishes to Frances Parsons who is in hospital following an operation.

Our best wishes to Ruth Kachman whose marriage to Bill Saunders took place in Vancouver on September 29.

Women's Garment Alterations—By A. Fedorak

We are sorry to lose the services of Mrs. J. Fergie who left to reside with her daughter in Toronto. On October 27, Mrs. Fergie was presented with a black handbag from the staff. Miss K. Waywood, head of department, did the honours. Good luck.

Sorry to hear that Helen Ledochowski is in the hospital for an appendectomy. Hope you will soon be well, Helen.

* * *

FLOORMEN

Tom Johnston paid a visit to his home in Ballymena, Ireland (birthplace of Timothy Eaton), and there renewed many old acquaintances he had not seen since his last visit in 1910.

Tom started his career at the age of 13 when he was a page boy in the House of Lords in London. When he came to Canada he was with the C.N.R. as a conductor and was in charge of the train the King and Queen travelled on for their Canadian visit in 1939. (Condensed from an article in the Ballymena paper.)

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Glad to see Mr. R. Martin back after a recent bout with the flu.

Congratulations to Mr. H. McMullen who celebrated his 30th anniversary with the Company on November 17.

We are glad to welcome Ellen House, Muriel Griffiths and Martha Berardin to our staff and hope their stay with us will be a pleasant one.

LETTER OF CREDIT

A visitor from Minneapolis sends the following letter which speaks for itself:

"While lately visiting in Winnipeg, I lost my ticket back to Minneapolis. That evening I received a phone call from a Mr. Clydesdale who said he had found the ticket and would bring it to me. I thought this an exceptional act of courtesy and since he is an employee in your wonderful store, I wish to mention it to you."

Thank you for writing, Mrs. Winslow. Mr. Clydesdale tells us it was a pleasure to be of service to you. —Ed.

The Mail Bag



SECOND FLOOR

M.O. Packing—By C. Ridgedale and G. Burton

Our good wishes to Dorothy Klatt and Helen Pasaluka who are sporting lovely new diamonds.

Also to Connie Younka whose marriage will take place shortly. Connie received a steam iron as a gift from the department, blankets from the girls and was guest of honour at a shower on October 17 at the home of Lorna Osianiak, where she received a bathroom hamper and linen.

Good luck to Claire Landry who has left to make her home in Montreal. Claire received a housecoat from the department and the girls gave her slippers, a blouse and travelling cases. A surprise party was held for her at the home of Margaret Jones, where she was presented with a rhinestone necklace.

Clarice Lacroix was married to Cliff Nott on November 17. She received a lamp and blanket from the girls. Good wishes to Clarice and Cliff, and a happy future.

We are glad to report that Jimmy Barber is recuperating, following a recent operation.

Best wishes to Noreen Freeman (122D) who received a lovely diamond October 26. Lew Delorme is the lucky man.

Welcome back to Margaret Dobrowski and Jackie Humphrey after their recent illnesses.

Also welcome to Thorne Thomson (113), following a long absence.

Terry Alston, one-time employee of 113, now in the police force, enticed Peggy Chapten to share his home and board. They were married November 10 at Chalmers' United Church. Peggy received a set of dishes from the department and her co-workers presented her with a rug.

Glad to hear that Ludie McCorrister will soon be back with us. Ludie has been on the sick list for a few weeks.

* * *

THIRD FLOOR

Drapery Workroom—By A. E. Holmes

It was a shock to all to learn of the sudden passing of one of our former employees, Dave Rosenbaum. Dave was a faithful member for a number of years and will be missed by many, both in the department and outside. Our heartfelt sympathy goes out to the ones left behind.

M.O. Budget Plan—By F. Holdsworth

On October 18, Lorna McLeod and Eleanor Demarski were co-hostesses at a shower in Lorna's home for Ellen Pederson. Our bride was also presented with a set of Eaton's saucepans as a gift from

the department on October 25. Her marriage to Edward St. Mars took place at Holy Cross Church October 27. Our best wishes are extended for a long and happy life together.

We should also like to extend our warm congratulations to Mr. W. A. Roberts who celebrated his quarter-century anniversary on November 27.

* * *

FIFTH FLOOR

M.O. Draperies—By I. Eilmes

Best wishes to Edith Milne who received a lovely diamond on October 26. The lucky man is Ralph Stewart.

* * *

SIXTH FLOOR

Jewellery Repairs—By M. Hoover

Congratulations to Jim Kinley who celebrated his 30th anniversary with the Company, October 20. On behalf of the department, Mr. A. Cranston, supervisor, presented Jim with a mantel radio.

* * *

SEVENTH FLOOR

M.O. Juveniles' and Women's Sportswear

By M. Pariseau and G. Burns

Congratulations are in order for Ed Greenlay and his wife, the former Doreen Marles of 118. They are the proud parents of a new son, Norman Edwin, born November 4.

M.O. Millinery and Accessories—By Muriel Fraser

Dan Cupid's latest target is our most eligible bachelor, Bill Milne! The lucky lady is Phyllis Penny of the Blue Cross. The great event is scheduled to take place some time in April. Best of luck to you, Phyl and Bill!

Best wishes for a speedy recovery go out to Jimmy Holmes who has spent several weeks in hospital after breaking his ankle. Hope you will soon be back on your feet, Jimmy.

It's time to welcome back our Christmas staff, and this year we have the added pleasure of welcoming two retired members, Miss E. Greene and Mr. Edgar Thorp (formerly of 122D). It's good to see you again.

M.O. Lingerie—By B. Nash

Congratulations to Mr. and Mrs. M. McKenzie who became the proud parents of a son, Gordon Drew, November 13.

We are sorry to say that Alice Cuthill is in the hospital. We hope your stay there will be a short one, Alice.

CONTACTS

EIGHTH FLOOR

M.O. Complaints—By J. Baynes

A busy week of celebrations in Department 118 was climaxed on October 31 when between 45 and 50 friends gathered in the banquet room of Moore's to honour four members of this department whose combined services totalled 135 years: Ethel Cross, Dick Lemonton, and Albert Osborne, all 35 years' service, and Grace Nightingale, 30 years.

Mr. Herbert Graham, assistant, welcomed the guests, including Mrs. Lemonton and Mrs. Osborne. Then Mr. George Latimer, supervisor, spoke, recalling many happy memories of old times. Mr. J. H. Merrett, head of department, presented each guest of honour with a gift on behalf of those present. Dick and Albert each received a travelling bag; Ethel a handbag and Grace a necklace, earrings and wallet.

During the dinner Bill Adams led in a sing-song and Marion Hewitt sang two solos which were enjoyed by all. To the tune of "For They Are Jolly Good Fellows," with which everyone agreed, the evening came to an end.

The "Fixers" have done it again! Captained by "Jumbo" Westman, and with the aid of Mr. George Latimer, Marge Rogan, both of 118A, and two members of Department 210, Hazel Kinsman and Audrey Patrick, they won the fourth division championship on total pins. Nice going, gang, we hope you win the league championship.

There are different ways of "getting the bird," but "Jumbo" Westman and Herb Graham got the bird by bowling in the turkey shoot. Congratulations to both of you.

M.O. Cashiers—By E. Norton

A miscellaneous shower was held at the home of Doreen Smith for Edna McFarlane who became the bride of L/Bdr. Robert Main, October 27, at Edna's home in Silverton. They will reside in Brandon.

Our best wishes go to Pauline Solvason, who left November 6 to become the bride of Ken Knight. She was presented with a chenille bedspread and linen from the staff. They will reside in Calgary.

Congratulations to Dorothy Lewis and her husband on the birth of a son.

Our best wishes go out to Rosemary Hodgkinson on her engagement to Henry Ensor.

"Youth Must Be Served"

... And here at Eaton's we always strive to serve the fashion whims of youth no matter how unusual.

A few weeks ago the young man pictured here asked our Boys' Clothing Department to tailor him a pair of two-tone trousers to his own design. This was done and the young style-setter was so pleased that he had his photograph taken.

The trousers are tailored in contrasting light green and dark green. The dark green panels have light green jigger loops and pocket flaps.

Yes, sir, a "sharp" pair of drapes!

This reminds us of the story about the southern colonel who had a pair of smartly tailored shepherd's plaid trousers which were beginning to get a bit worn so he gave them to his coachman.

Realizing he had never seen him wear them, the colonel asked if he ever did. "Oh laws, yes," replied the coachman enthusiastically, "but them's my brag pants."



M.O. Copying—By M. Shepherd

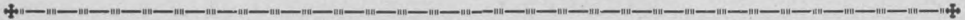
Doreen Ferguson was married October 27 to Ken Stewart at Young United Church. The girls held a linen shower for her at the home of Doris Malt-house, and she was presented with blankets from the department.

Glad to see Barbara Ellchuk back after her recent accident.

October 20 was the day chosen by Audrey Liebrecht to leave for her wedding at Zion Lutheran Church, October 27, to Walter Proutt. The department gift was a bathroom hamper and the girls held a kitchen shower in her honour.

November 13 proved lucky for Flo Cowie who received a lovely diamond from Henry Descheemacker of Kapuskasing, Ontario. Best wishes to both of you.

A Julianna Rose tea set was presented to Verna Eden when she left to be married on November 3 at Holy Trinity Church, to Les Nobbsy.



Thirty

DOWN MEMORY LANE

Here's an "oldie"! At this season when our big, spotless Eaton kitchens are busy turning out those mouth-watering Christmas cakes and confections, Contacts had a visit from 84-year-old William Dibley, a former Eaton baker who retired in 1937. The picture Mr. Dibley left us shows our chefs, bakers and pastry cooks of 30 years ago and Mr. Dibley is at extreme right in front row. Chef Henry Voegeli, wearing a close-clipped moustache, is at left in second row; next to him is Sam McMaster, while third from right in third row is Bill Sandbrook. Maybe you'll recognize other familiar faces?

Hallowe'en "Wedding" Wins Prize



This picture of wedded bliss shows Irene Cadieux as the "bride," while the "gloom" (pardon, groom) is Lavey Berke. Both gals are with 10 Department.

The mock wedding took place at the Aragon on Hallowe'en night and each of the girls won a prize of \$10.00. Bless you, my children!

M.O. Salesroom, Files and Correspondence *By G. Brownlee and L. Lauch*

We are glad to welcome back our old timers for the busy season. It's good to see them again.

We also welcome back June Fedi who has just returned from a holiday in Scotland and England.

A beautiful coffee table was the department gift to Jack Greenwood who celebrated his quarter-century on October 22. From the staff he received car seat covers.

On October 29 a gaily decorated desk of toy farm implements and animals greeted Bill Shortt on his 25th anniversary with the Company. The department gift was a beautiful gladstone bag, and from the staff a gold watch bracelet and sweater.

A surprise party in the form of a smorgasbord was held at Vasalund's in honour of these two men. Led by Gladys Morris, Louise Lauch, Maurice Larcombe and Gordon Grimes, who were dressed as comics for the occasion, and with Tommy Laidlaw at the piano, the party had a singing good time.

We are sorry to hear that Eileen Beck has been ill for the past month. We hope you have completely recovered by now, Eileen, and will be back with us again.

Four brides of October received gifts and best wishes from the staff. Mary Minarik, Muriel Williams and Shirley Heard were each presented with blankets while Evelyn Rodstrom received an iron. We wish all these girls much happiness in their married life.

Best of luck is extended to Adele Pelletier who has left to make her home in the west. As a department gift she received travelling cases.

Well, Dan Cupid is busy again! Two of our girls are flashing lovely diamonds. Donna George and Eileen Bell. The lucky boys are Allan Caldwell and Arnold Ulrich (Department 1).

St. Vital Legion hall, gaily decorated with pumpkins, goblins and witches, was the scene of a Hallowe'en costume dance, October 31. Fancy costume prize was won by Jack Greenwood as "Minnabell."

We offer our deepest sympathy to Bessie Windling on the loss of her father; Evelyn Lessosky, on the loss of her father, and Reta McBurney on the loss of her mother.

ALEXANDER AVENUE WAREHOUSE

M.O. Furniture—By A. Surbey

On the morning of November 13 the staff gathered at a breakfast in the Grill Room to honour Mr. Robert Dudley on completing 35 years with the Company. Mr. R. J. Brown, head of department, presented him with an electric sander to further his hobbies. Another present was books on making small furniture. Many friends paid their respects during the day. Well done, Bob!

A speedy recovery is wished for Dick Wright who is away ill with the flu. Hurry back, Dick.

Shipping—By N. Lemecha

We are sorry to hear that Alf Oliver is away with a poisoned hand, but hope he'll be back with us soon. Speedy recovery, Alf.

City Furniture—By N. Lemecha

Congratulations to the proud papa, Henry Nikkel, on the birth of a son, James Henry, who weighed in at 7 lbs. 6 ozs., November 19.

On the morning of November 15, Mr. Phil Fulford completed 25 years with the Company. He was presented with silverware by Mr. R. J. Brown on behalf of the Warehouse Furniture staff.

Box Factory—By N. Lemecha

It seems as though the girls are getting to be in the majority. Congratulations are in order for Mr. and Mrs. Norman Toews and Mr. and Mrs. Fred Johnson on the birth of daughters. Mothers and babies doing well.

* * *

PRINTING PLANT PATTERN

By Margaret Torrance

Congratulations to Mr. and Mrs. Alex O'krainec, Mr. and Mrs. T. Timlick and Mr. and Mrs. A. Bennett on the births of their baby girls.

Mr. Stanley Speer celebrated his 35th anniversary with the Company on October 26. Congratulations, Stan, on so many years of good service.

A. Watson, R. Sigurdson, Teddy Lane and Bill Ferrier are off the sick list and now at work again. Glad to have you back, boys.

* * *

PRINCESS STREET WAREHOUSE

Electric Washers—By Steven Warrenner

Willard Schultz became the proud father of a bouncing baby boy, October 19. Best of luck, Willard.

We all wish George Pearson the best of luck in his new venture. We will miss him.

Electric Refrigerators—By F. Fulford

Members of the department presented Ray Senez with a torchere on the occasion of his marriage to Julie Van Der Poorten which took place November 3. Mr. R. M. Spicer, head of department, made the presentation for the staff. Best wishes to you, Ray and Julie.

A speedy recovery to Lorne Sparling who is recovering from an operation.

Lorne sends in the following thank-you note:

"Just a short note to thank all those who were so kind and thoughtful during my stay in hospital."

Thirty-One

"They Cannot Forget . . . Will You Remember?"

Now, as great crowds throng the Store in the hustle and bustle of holiday shopping, many will pause to lay gifts of remembrance beneath the wide-spread branches of the Canadian Legion Christmas tree.



Gifts For Whom?

Gifts for our hospitalized veterans of two world wars . . . gifts to make theirs a happier Christmas . . . gifts of thanks to those who did so much for us! They cannot forget their suffering . . . will YOU remember? Remembering is the true Christmas Spirit!

The Legion's tree will be set up on December 1st in the northwest corner of the Store (beside the Made-to-Measure Department) . . . a convenient Main Floor location for all.

Place a useful gift beneath the tree, or, if you prefer, leave a cash donation. A uniformed Legion attendant will give you full information.

"LEST WE FORGET"

A "thank-you" letter comes to Eaton ex-service men and women from Matron Irene Barton for a cheque of \$70.00 sent to the Veterans' Home. This donation is used to help out with those "little extras" that mean so much to our aging, battle-scarred vets.

It represents part of a surplus remaining from the amount contributed to place wreaths before our Eaton war memorials. The remainder will be used to purchase gifts for the Canadian Legion Christmas Tree.

Miss Barton writes:

"On behalf of the patients at the Veterans' Home, I would like to extend to Eaton's ex-service men and women very sincere thanks for the cheque for \$70.00 which reached my office this morning. As requested, I have applied this money to our Special Fund for the use of veterans in the Veterans' Home.

"I think it may be of interest to your group to know just how this fund is administered. . . . We supply small prizes for cribbage contests, bingo games, etc. We bought one of Eaton's \$2.95 alarm clocks for one of our patients who simply cannot get along without one. His was knocked off the table and broken. I have never known him

to need the alarm, but it is one of his "comforts," and we like to indulge him.

"We bought snooker baskets for our billiard table and some other little odds and ends that we required for the billiard room. We buy air mail letter forms for those of our boys who send letters overseas. We give out car tickets to the boys who are out of funds, and we supply an occasional taxi to take a patient to visit a relative or meet a train or some such other thing . . . hardly a day passes that some lad does not come to us with some little personal request and it is a great comfort to us to have a reserve fund to take care of such requests.

"With best wishes to you all, and again, our sincere thanks."

IT'S THE SPIRIT THAT COUNTS!

Congratulations to Paul Herriot (City Ad) who, with Barry Bailey, picked a group of early teenagers and coached them to win the Manitoba Juvenile Rugby championship.

Given the historic name of "Champlains," the little guys played all but the last game sans uniforms—excepting helmets. However, with courage, skill and the will to win, they emerged victors by a score of 27-0.

At a dinner held for the young champs, Paul and Barry were presented with suitably engraved Ronson lighters.

RECENT APPOINTMENTS (Continued)

Port Alberni, B.C.

A Mail Order Office and a Heavy Goods Depot to be known at PAL-260:

MR. D. F. FRASER, in charge.

Thirty-Two


THE MONTREAL BUYING OFFICE

(Continued from Page Five)

In regular lines of merchandise, the manufacturers frequently bring their samples to the Buying Office and, in many cases, purchases of large dimensions and great importance for all branches are completed in this way, either with visiting buyers or by those constantly resident in Montreal. This prompt on-the-spot buying, typical as it is of the work done by the 25 resident buyers, is only one of the ways in which this office, like the other Eaton Buying Offices, serves the chain of Eaton Stores.

"DECEMBER NIGHT." Contacts' front cover is from a picture by that many times prize winner, Mr. P. F. Morgan (Picture Framing Workroom). Thank you, Mr. Morgan.

In Memoriam



DAVID ROSENBAUM

A highly regarded employee of the Company for many years, David Rosenbaum, formerly with the Drapery Workroom, passed away on November 4 at the age of 68.

Mr. Rosenbaum was born in England and came to Canada in 1906. He joined the Eaton staff first in 1913. Later he left the service but returned in 1927 and served continuously until his retirement in 1949.

Surviving are his wife, three sons, two daughters, one brother and three sisters to whom our sympathy is extended.

Our sincere sympathy to those members of the staff who recently suffered bereavements:

In the Loss of a Father

MISS B. WINDLING (M.O. Prices)
MR. A. WALL (Basement Meats)
MISS L. BOURKE (Grill Room Products)
MISS V. FERGUSON
(Interior Decorating)
MISS C. RENTON (M.O. Operating)
MR. L. ASHLEY (Boys' Clothing)
MR. R. J. BROWN (M.O. Furniture)
MRS. E. BOTKO (Basement Luncheonette)
MISS E. LESOSKY
(Fancy Goods Workroom)
MISS E. LESOSKY (M.O. Salesroom)

In the Loss of a Mother

MISS N. CARROTHERS (Meats)
MRS. A. BURTON (Men's Furnishings)
MR. T. C. JOHNSTON (Foodateria)
MR. L. JOHNSTON (Women's Furs)
MISS A. KOTSCHOREK (Groceries)
MISS R. McBURNEY (M.O. Prices)
MR. W. MILFORD (M.O. Paints)
MR. B. CAIE (Grill Room Products)

In the Loss of a Brother

MR. P. STEFANYSHEN
(Grill Room Products)
MR. D. RITCHIE (Drapery Workroom)

In the Loss of a Sister

MR. J. G. MOORE (M.O. Packing) MRS. D. WOODWARD (Books and Stationery)



Winnipeg
Welcomes
Santa Claus!

T. EATON CO. LIMITED
WINNIPEG CANADA

